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NOV 18 2004

ATTORNEY GENERAL OFFICE  
SEATTLE

Will Knedlik

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CENTRAL OFFICE

November 18, 2004 NOV 23 AM 8:08

Honorable Christine O. Gregoire  
Office of Attorney General  
1125 Washington Street Southeast  
Olympia, Washington 98504

Honorable Norm Maleng  
Office of Prosecuting Attorney  
W554 King County Courthouse  
Seattle, Washington 98104

Re: Request to Void Balloting as to Nominal Authority of King County Rural Library  
District to Sell \$172 Million in Debt and to Hold Special Election within 60 Days

Honorable General and Honorable Prosecutor:

Request is hereby made for official enforcement actions to be undertaken to void balloting on September 14, 2004, as to all nominal authority thereby obtained by the King County Rural Library District to issue \$172 million in debt, and to hold a special election within 60 days, as each is provided by RCW 42.17.390(1), or to authorize an enforcement action by the District's taxpayers, for those two purposes, pursuant to RCW 42.17.400(4).

The Library District's ballot received 146,847 votes for approval of debt, or 51.13 percent of 286,202 residents who in fact voted within the District on September 14th, and hence only 23.62 percent of District taxpayers eligible to vote at that election. Therefore, such nominal passage of the ballot measure in dispute reflects marginal-to-lesser support.

However, extensive misconduct by the Library District requires that this ballot be voided -- and a prompt revote be held -- including but likely not limited to (1) its repeated misstatements of central facts to District taxpayers to misinform voters affirmatively; (2) its repeated misuses of public assets, facilities and personnel to promote highly material misinformation; (3) its wrongful gifts of public property to fund its associated campaign operation; and (4) its wrongful exploitation of the prestige of this state's judiciary to boot strap credibility for all pivotal misstatements on which its disinformation program relied.

In evidence of this patent wrongdoing, please find attached the Library District's two-fold "Library Election" brochure, its card-stock "Library Election" postcard, its card-stock "Library Election" bookmark, its "Library Election" mouse-pad advertising, and the text of its "Library Election" website, each thus evidencing substantial disinformation used to mislead District taxpayers and other voters, and all produced at taxpayer expense.

Despite debt authorized in 1988 *not* to be paid off until 2011, that Library District used tax dollars to claim falsely both that "our current bond measure will soon expire" (in its brochure, its postcard and its website materials), and also that clearly duplicative taxes until 2011 are simply "replacement funding" (in its brochure, postcard and website text). Similar misinformation was also utilized by the District through its attached bookmark's claim that the vote was merely for a "replacement bond measure," and through its mouse-pad's advertisement for a "172 million capital bond to replace the expiring 1988 bond."



Honorable Christine O. Gregoire  
Honorable Norm Maleng

November 18, 2004  
Page Two of Two

Additional information is provided in correspondence directed to officers of the Library District's Board of Trustees, dated September 29, 2004, which is also attached.

Beyond misusing tax dollars to produce, print, mail and purvey its disinformation otherwise to Library District taxpayers, both within library facilities and also through its website, the District supplied substantial quantities of its taxpayer-financed materials for political uses as election fliers to its associated campaign operation – at *no* charge – thus violating the Washington State Constitution, as well as this state's central statutory laws.

Further, the Library District appears to have devised a rather-sophisticated artifice to sidestep both our state's Constitution and also its statutes on a genuinely massive scale -- by simply giving large amounts of its taxpayer-funded library collection to an in-house foundation -- which scheme sells so-called *surplus* materials for dimes on the tax dollar; takes in approximately \$120,000 each year; and then feeds major tax-financed proceeds on to the District's associated campaign operation for use against taxpayers (*i.e.* spending taxes, thereby disguised, to promote its recent ballot measure, together with the variety of local library groups also involved in some way, apparently, in its bond campaign efforts).

Finally, as the Library District's two-fold brochure indicates, explicitly, it traded on the prestige of this state's courts, *to lend judicial credibility for its political campaign of material disinformation*, exploited to mislead District taxpayers and other local voters.

Investigative resources of this state's law-enforcement agencies are necessary for tracing unlawful gifts of millions of dollars in taxpayer assets thus implicated: first *from* the Library District, then *through* its captive foundation's annual dime-on-the-tax-dollar sales, and finally *to* functions strongly suggestive of taxes illegally funding its associated campaign operation. Thus, given balloting apparently corrupted by misuse of tax dollars, good faith doubt cannot exist that a prompt-and-thorough review is undeniably indicated.

If any further information can assist you in functions to restore public trust, during the 45 days provided pursuant to RCW 42.17.400(4), then please feel free to contact me, at any time, either by email at [truthintaxation@aol.com](mailto:truthintaxation@aol.com) or by telephone at 425-822-1342.

Respectfully yours,



Will Knedlik

Hon. Rob McKenna, Attorney General-Elect  
Hon. Richard Eadie, President  
Hon. Wai-Fong T. Lee, Secretary  
Hon. LeRoy McCullough  
Hon. Charlotte B. Spitzer



## Will Knedlik

September 29, 2004

Hon. Richard Eadie, President  
King County Rural Library District  
960 Newport Way Northwest  
Issaquah, Washington 98027

Hon. Wai-Fong T. Lee, Secretary  
King County Rural Library District  
960 Newport Way Northwest  
Issaquah, Washington 98027

Re: Request for Board of Trustees for the King County Rural Library District to Renounce its Nominal Authority as to \$172 Million in Debt, for Misuses of Public Assets in Violation of Washington State Constitutional-and-Statutory Prohibitions against such Misuses, and for Material Misrepresentations to District Taxpayers in further Violations of Washington State Statutory Prohibitions, and to Terminate Bill Ptacek as its Director for Good Cause

President Eadie and Secretary Lee:

As you know, King County Rural Library District's recent bond ballot received 146,847 votes to approve, or 51.13 percent of 286,202 residents who in fact voted on September 14, 2004 in the Library District, and thus 23.62 percent of the Library District's taxpayers eligible to vote.

However, even more important than this low level of support by Library District voters, for its bond measure, are the indisputable facts that even this small percentage was inflated by (1) misuses of public assets (in violation both of Washington State's Constitution and also of its very comprehensive public disclosure laws), (2) material misrepresentations to district taxpayers in all-or-most core items of false campaign advertising disguised as putatively "objective information" (in further violations of RCW 42.17), and (3) misuses of the credibility of the Superior Court for King County in thus falsified advertising (in order to supply cover for major misrepresentations).

Hence, formal request is hereby made for the Library District's Board of Trustees, by the regularly scheduled Board meeting on October 27, 2004, to renounce all uses of nominal approval for its \$172 million bond measure by 51.13 percent of all ballots cast within the Library District, and to terminate the District's Director, Bill Ptacek, for good cause, for major misuses of public assets, for material misrepresentations to district taxpayers, and for actions incriminating the King County Superior Court as granting its pivotal credibility to provide cover for patent wrongdoing.

Should the Library District's Board fail to take those actions requested within four weeks, or formally decline to do so earlier, then the undersigned will promptly request the state Attorney General and county Prosecuting Attorney to take every act required to set aside the nominal ballot approval, pursuant to RCW 42.17.390, or to grant leave for a *qui tam* action to do so, and to pray all other relief appropriate for misfeasance in public office at common law due to all misconduct.

Respectfully yours,

Will Knedlik  
Box 99  
Kirkland, Washington 98083

Hon. LeRoy McCullough  
Hon. Charlotte B. Spitzer





# LIBRARY ELECTION

September 14 2004





## Did You Know?

■ The Library System serves the academic needs of 230,000 students and educators in 438 public and private schools, grades K-12 and several thousand home schooling families each year.

■ KCLS provides homework assistance, tutoring resources and programs such as Story Times to enhance literacy skills.

■ A \$172 million capital replacement bond measure will be on the ballot September 14, 2004. This bond will cost each household less than the bond it will replace—an average of \$25\* per year, or the cost of one book. The bond must be approved by 60 percent of voters in order to pass.

\*Based on a \$300,000 home. Cost is .08/\$1,000 assessed valuation.

For more information call:  
425.369.FACT (3228) or  
425.369.3275



■ [www.kcls.org](http://www.kcls.org)





# LIBRARY ELECTION

September 14 2004

## WHAT:

\$172 million capital bond to *replace* the expiring 1988 bond and provide funding for essential maintenance and upkeep for the next ten years.

*This is not a new tax.*

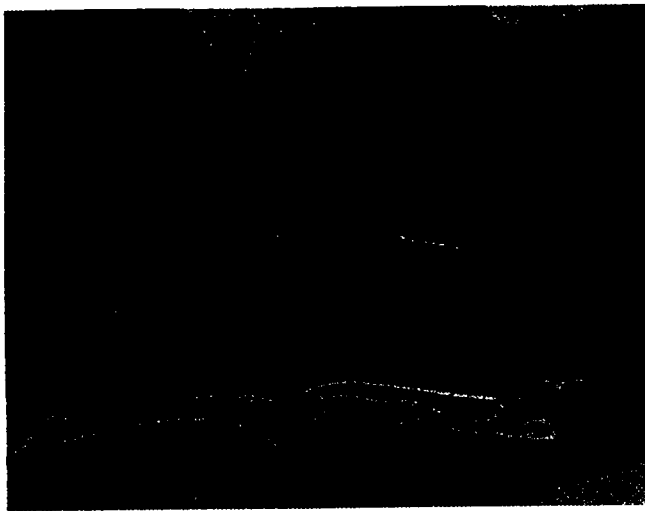
## COST:

Less than the current bond—an average of \$25\* per year.

\*Based on 8¢ per \$1,000 assessed value of a \$300,000 home.

For information about what it means for your library see the poster and materials in the library, visit [www.kcls.org](http://www.kcls.org) or call 425.369.FACT (3228) or 425.369.3275.





# LIBRARY ELECTION

September **14** 2004

King County Library System is community funded and has been for more than 60 years. But our current bond measure will soon expire. To meet community needs, maintain a strong Library System and plan appropriate facilities for the next decade, *replacement funding is essential*.

If passed by voters, the \$172 million capital replacement bond measure on the *September 14, 2004* ballot will replace the expiring 1988 bond revenue and provide funding for the library's 10-year capital budget.

This replacement bond would cost each household *less than the bond currently in place—an average of \$25\* per year*, the cost of one book. The bond must be approved by 60 percent of voters in order to pass.

If you have questions, or want to know more, visit [www.kcls.org](http://www.kcls.org) or call 425.369.FACT (3228) or 425.369.3275 for more information.

\*Based on a \$300,000 home. Cost is .08/\$1,000 assessed valuation.

Turn to us.  
The choices  
will surprise you.

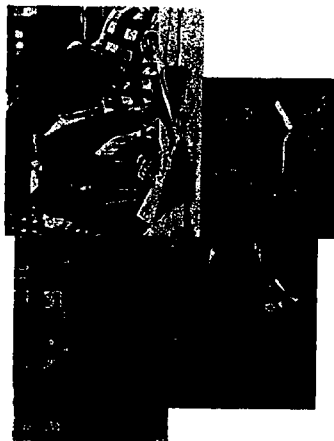


[www.kcls.org](http://www.kcls.org)





960 Newport Way NW  
Issaquah, WA 98027



# LIBRARY ELECTION

September 14 2004





# LIBRARY ELECTION

September 14 2004



Turn to us.  
The choices  
will surprise you.

EXHIBIT #1  
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## Dear Library Patron,

Your King County Library System (KCLS) conducted an extensive community involvement effort, Library Choices, in 2002/03 to identify the priority needs for each community we serve. We heard directly from thousands of you, our library patrons, through outreach in every community.

And we listened.

You told us you value KCLS and believe the Library System plays an important role in the lives of children, youth, adults and seniors.

You told us having lifelong learning available to everyone is important to you. And you value the educational resources we provide that help the children in our communities succeed.

You told us quality facilities, expanded collections and excellent access to resources count. You told us expanding our Library System to meet changing needs, and maintaining high-quality facilities and services are important priorities.

Most importantly, you told us you rely on KCLS as a key resource. We weren't surprised, since the Library System itself was created by neighbors like you in 1942, and has enjoyed strong support for more than 60 years.

We heard you and have developed a 10-year facilities plan to meet your needs.





Based on what you told us, and the coming expiration of the capital funds provided through the 1988 bonds, the Library System Board voted unanimously to place a \$172 million capital replacement bond measure on the September 14, 2004 ballot.

In this brochure, you'll find information about the replacement bond, and the resources needed to ensure that the Library System can continue to meet your needs and expectations over the next decade.

We're listening.

If you have questions, or want to know more, let us know! Find us at [www.kcls.org](http://www.kcls.org), or call 425.369.FACT (3228) or 425.369.3275 for more information.

Sincerely,

KCLS Board of Trustees  
*Judge Richard Eadie*  
*Tobias Washington, Jr.*  
*Wai-Fong Lee*  
*Charlotte Spitzer*  
*Judge LeRoy McCullough*

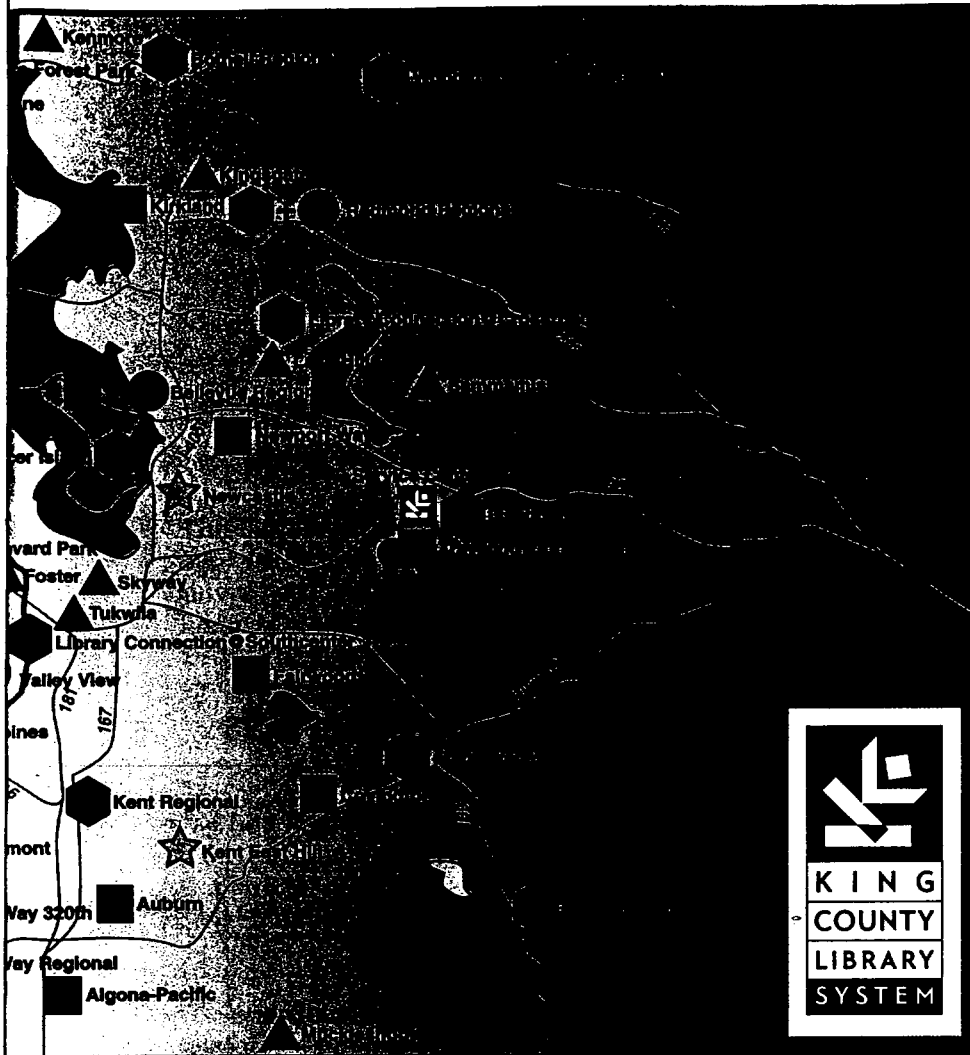


## We Heard You!

You told us you want to see the Library collection of books, materials and resources grow, access to technology expanded, and facilities built to meet our growing requirements.



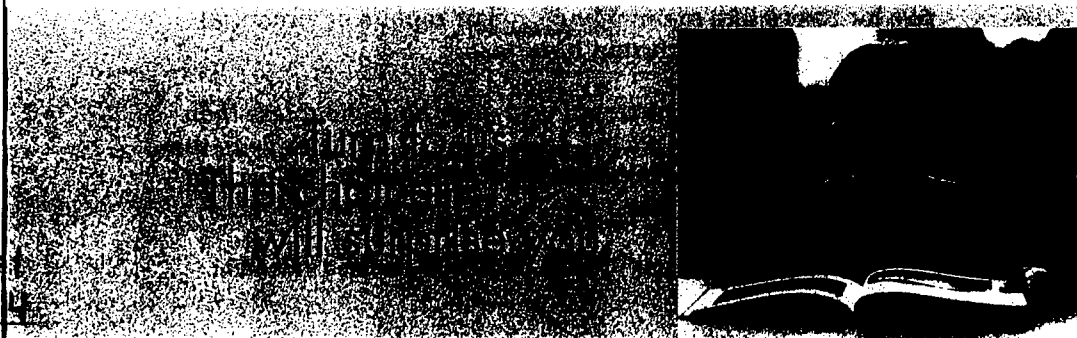




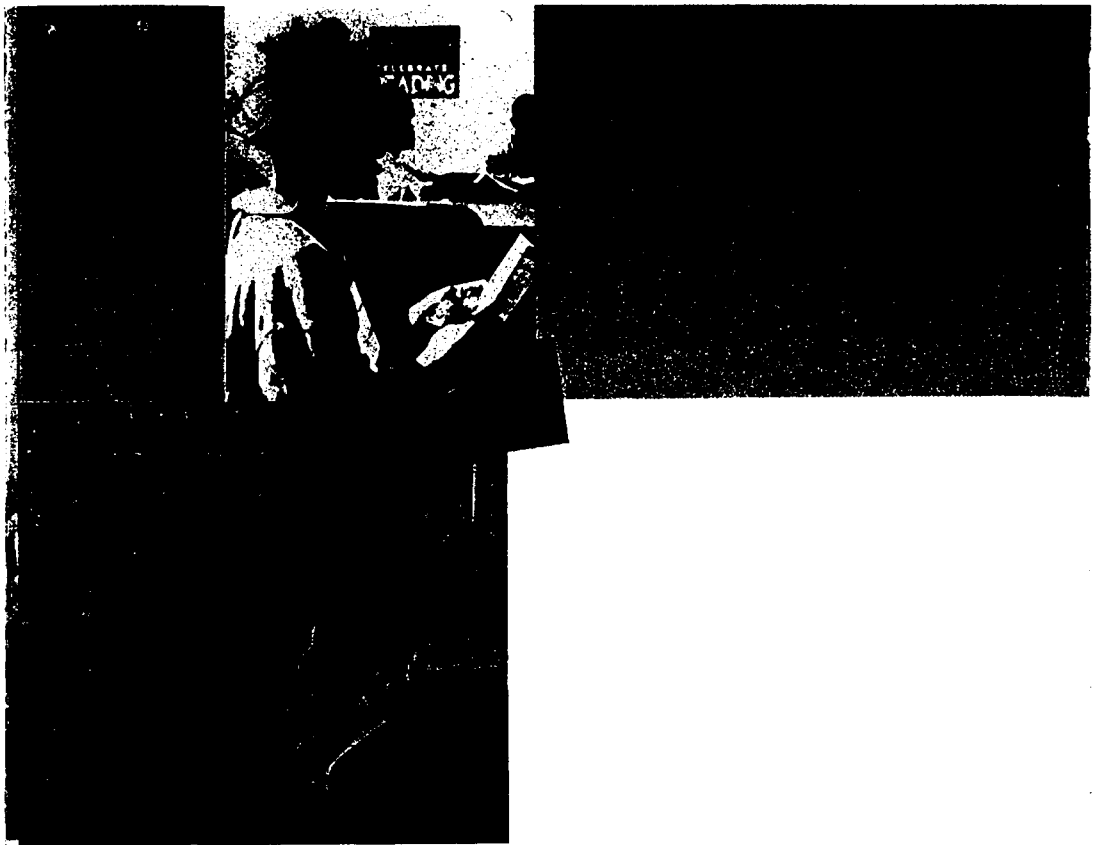
● Parking Expansion ★ New

System's  
resources continue to  
and new libraries

You also want us to take good care of the libraries we  
have now, and to operate a cost-effective and efficient  
Library System that meets the expectations of children,  
families and neighborhoods over the long term. We'll do  
that, too. This map shows you how.







## ■ Meeting Community Needs

Our communities fund King County Library System, and have for more than 60 years. But our current bond measure will soon expire. To meet community needs, maintain a strong Library System and plan appropriate facilities for the next decade, replacement funding is essential.

Our region has changed over the years, and the Library System has kept pace by expanding facilities and services to meet the needs of changing communities. In the past 10 years, library use has increased 40 percent. Ultimately, this growth has limited your access to resources.

At the same time, existing facilities are aging, and maintenance costs continue to escalate. In fact, over the next 10 years it will cost a minimum of \$46.1 million to keep the Library System as it is, with no changes or improvements.

If passed by voters, the \$172 million capital replacement bond measure on the September 14, 2004 ballot will *replace the expiring 1988 bond revenue and provide funding for the Library System's 10-year capital budget*. Without that funding, the Library System will not have a capital budget to pay for basics like maintenance, major repairs or structural modifications of our current libraries.

This replacement bond would *cost each household less than the bond currently in place—an average of \$25\* per year, the cost of one book*. The bond must be approved by 60 percent of voters in order to pass.

\*Based on a \$300,000 home. Cost is .08/\$1,000 assessed valuation.



## Did You Know?

More than 90 percent of King County residents have a library card—and use it.

The Library System serves the academic needs of 230,000 students and educators in 438 public and private schools, grades K-12 and several thousand home schooling families each year.

King County Library System staff handled more than 3 million inquiries in person or via telephone, e-mail or live online chat last year alone.

There are 43 community libraries, open 52 weeks a year providing personalized services to the community.

King County Library System is available via [www.kcls.org](http://www.kcls.org) 24 hours a day, seven days a week, 365 days a year.

Turn to us.  
The choices  
will surprise you.



[www.kcls.org](http://www.kcls.org)





Christine O. Gregoire

# ATTORNEY GENERAL OF WASHINGTON

1125 Washington Street SE • PO Box 40100 • Olympia WA 98504-0100

December 2, 2004

**RECEIVED**

**DEC 2 - 2004**

**Public Disclosure Commission**

Vicki Rippie  
Executive Director  
Public Disclosure Commission  
P. O. Box 40908  
Olympia, WA 98504-0908

RE: Will Knedlick 45 Day Letter re: King County Rural Library District

Dear Ms. Rippie:

The Attorney General's Office has received a complaint from Mr. Will Knedlick against the King County Rural Library District. The complaint alleges violations of the Public Disclosure Law, Chap. 42.17 RCW, and was filed pursuant to RCW 42.17.400(4). As you know, RCW 42.17.400(4) requires action on the complaint within 45 days of its receipt. In this case, the complaint was received in our Seattle office on November 18, 2004.

As is customary with these types of complaints, we are referring the complaint to your agency for investigation. We will await the results of your investigation and possible action before proceeding further. I have been assigned the file in our office. I am available to answer any legal questions you may have during the course of your investigation.

If you have any questions, please do not hesitate to call me at 753-0543.

Very truly yours,

  
LINDA A. DALTON  
Sr. Assistant Attorney General

LAD:kw

cc: Will Knedlick  
Christine O. Gregoire, Attorney General  
Jeff Goltz, Deputy Attorney General  
Norm Maleng, King County Prosecuting Attorney

**EXHIBIT #2**

Page 1 of 1





## PDC Interpretation

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APPROVAL DATE:	September 26, 2000	NUMBER:	00-05
STATUS:	New	SUPERSEDES:	None
REFERENCES:	RCW 42.17.130	APPROVED BY:	The Commission
SEE ALSO:			

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### Guidelines for Local Government Agencies, Including School Districts, in Election Campaigns

#### PUBLIC DISCLOSURE LAW RE: USE OF FACILITIES IN CAMPAIGNS

##### **RCW 42.17.130**

##### **Forbids use of public office or agency facilities in campaigns.**

No elective official nor any employee of his office nor any person appointed to or employed by any public office or agency may use or authorize the use of any of the facilities of a public office or agency, directly or indirectly, for the purpose of assisting a campaign for election of any person to any office or for the promotion of or opposition to any ballot proposition.

Facilities of public office or agency include, but are not limited to, use of stationery, postage, machines, and equipment, use of employees of the office or agency during working hours, vehicles, office space, publications of the office or agency, and clientele lists of persons served by the office or agency: PROVIDED, That the foregoing provisions of this section shall not apply to the following activities:

(1) Action taken at an open public meeting by members of an elected legislative body to express a collective decision, or to actually vote upon a motion, proposal, resolution, order, or ordinance, or to support or oppose a ballot proposition so long as (a) any required notice of the meeting includes the title and number of the ballot proposition, and (b) members of the legislative body or members of the public are afforded an approximately equal opportunity for the expression of an opposing view;

(2) A statement by an elected official in support of or in opposition to any ballot proposition at an open press conference or in response to a specific inquiry;

(3) Activities which are part of the normal and regular conduct of the office or agency.



**RCW 42.17.131****Exemption from RCW 42.17.130.**

RCW 42.17.130 does not apply to any person who is a state officer or state employee as defined in RCW 42.52.010.\*

**WAC 390-05-271****General applications of RCW 42.17.130.**

(1) RCW 42.17.130 does not restrict the right of any individual to express his or her own personal views concerning, supporting, or opposing any candidate or ballot proposition, if such expression does not involve a use of the facilities of a public office or agency.

(2) RCW 42.17.130 does not prevent a public office or agency from (a) making facilities available on a nondiscriminatory, equal access basis for political uses or (b) making an objective and fair presentation of facts relevant to a ballot proposition, if such action is part of the normal and regular conduct of the office or agency.

**WAC 390-05-273****Definition of normal and regular conduct.**

Normal and regular conduct of a public office or agency, as that term is used in the proviso to RCW 42.17.130, means conduct which is (1) lawful, i.e., specifically authorized, either expressly or by necessary implication, in an appropriate enactment, and (2) usual, i.e., not effected or authorized in or by some extraordinary means or manner. No local office or agency may authorize a use of public facilities for the purpose of assisting a candidate's campaign or promoting or opposing a ballot proposition, in the absence of a constitutional, charter, or statutory provision separately authorizing such use.

**BASIC PRINCIPLES**

1. Public facilities may not be used to support or oppose a candidate or ballot proposition unless one of the exceptions in RCW 42.17.130 applies. Public facilities include equipment, communications systems, buildings, supplies, employee work time, and agency publications. The statute includes an exception to the prohibition for "activities which are part of the normal and regular conduct of the office or agency."

2. RCW 28A.320.090 authorizes the board of directors of any school district to expend funds to prepare and distribute information to the general public to explain the instructional program, operation and maintenance of the schools of the district. This includes informing the community of the needs the district faces and needs students have that the community may not realize exist provided that nothing in that statute is to be construed as authorizing preparation or distribution of information to the general public for the purpose of influencing the outcome of a school district election.

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\* Similar prohibitions on the use of public facilities by state employees and state officers are described in a memorandum from the Attorney General's Office regarding RCW 42.52 and available at [www.wa.gov/ago/pubs](http://www.wa.gov/ago/pubs).



3. No other unit of government has anything similar to this statutory language for school districts to rely on or guide them, but the Commission contends that local agencies have a responsibility, and hence the authority, to communicate with the public about the operation of the agency or jurisdiction.

4. Local employees do not forfeit their rights to engage in political activity because of their employment so long as they do so during non-work hours and without using any public resources. Neither may public employees be subjected to coercion, pressure, or undue influence to participate in political activity or to take a particular position. When they participate in political activity, on their own time, public officials and employees should make it clear that their participation is personal rather than officially sanctioned.

5. Supervisory personnel have a duty to know, apply and communicate to their staff, the difference between acceptable information activities and inappropriate activities that support or oppose a ballot measure.

6. Elected representatives of a jurisdiction are free to vigorously support ballot issues and engage in other political activities as long as such activities do not make use of public facilities, time or resources and do not either pressure or condone employees' use of public facilities, time or resources to support ballot issues.

7. The PDC is charged with enforcing RCW 42.17.130. This requires consideration and analysis of activities which may or may not be determined to be in violation of the statute. The PDC has, over the years, developed methods of considering and analyzing activities engaged in by local government offices and agencies. Among the factors considered are the normal conduct of the office or agency and the timing of activities as compared with ballot measure elections. As in any matter where intent is to be considered, hard and fast rules which will be applicable to all situations are difficult to establish.

The combination of any number of activities involving close coordination between a local agency and a citizens' committee which resembles traditional election campaigning and which is undertaken in anticipation of and/or occurs near in time to a ballot measure election is likely to draw scrutiny from the PDC regarding a possible violation.

### **Activities that Violate RCW 42.17.130**

1) Using work hours to:

- solicit signatures for ballot propositions,
- raise funds for or against candidates or ballot propositions, or
- organize or conduct campaigns for or against candidates or ballot propositions.

2) Using public property to campaign for or against a candidate or ballot proposition, except when a public building or playing field is customarily made available on an equal access, nondiscriminatory basis for a variety of uses, including political activities. That is, the facility is merely a "neutral forum" where the activity is taking place, and the public agency in charge of the facility is not actively endorsing or supporting the activity that is occurring.



- 3) Using public resources -- office space, computers (including electronic mail and other information technology systems), copiers, telephones, postage meters or any type of equipment, paper, supplies, or anything else belonging to the agency -- to aid campaigns for or against a candidate or ballot measure, whether during working hours, before or after the work day, or on weekends.
- 4) Carrying or displaying political material in or on publicly owned vehicles.
- 5) Displaying or distributing campaign material on publicly owned or operated premises; however, if an agency does not have a policy prohibiting employees from wearing campaign buttons or similar items while on-the-job, employees are not prevented from doing so by the public disclosure law.
- 6) Using public supplies, equipment, or facilities to print, mail, or otherwise produce or distribute materials supporting or opposing a candidate or ballot proposition.
- 7) Using publicly owned facilities to instruct or urge public employees to campaign for or against a candidate or ballot proposition on their own time, or to state or imply that their job performance will be judged according to their willingness to use their own time on a campaign.

**Activities that Do Not Violate RCW 42.17.130**

- 1) An elected legislative body may collectively vote to support or oppose a ballot measure so long as proper public notice of the meeting references the ballot proposition's title and number, and persons who oppose the proposition are given an approximate equal opportunity to express their views.
- 2) An elected official may make a statement supporting or opposing a ballot proposition at an open press conference, or in response to a specific question from the public. (However, the statute does not authorize the official's staff to draft, type or distribute a press release while using public facilities.)
- 3) An elected official or public employee may prepare balanced, objective, accurate information on the anticipated impact of a ballot proposition and distribute it in a manner customary for the agency.
- 4) While using public facilities, officials and employees may register persons to vote and do periodic poll checking.
- 5) An elected official who is not being compensated and is not using any public equipment, vehicle or other facility, may attend any function or event at any time during the day and voice his or her opinion about a candidate or ballot proposition. Further, the official may use his or her title when making these appearances, but should clarify that he/she is only speaking on behalf of him or herself, not the agency.



- 6) Any public employee, on his or her own time and without using any public facility, may support or oppose a candidate or ballot proposition. This includes putting bumper stickers and other legal signs on private vehicles (even if those private vehicles are parked on public property during working hours).

### **Questions Commonly Asked On Use of Public Facilities in Campaigns**

**1. Question: May a local agency publish a brochure or printed piece outlining the anticipated impact of a proposed ballot measure?**

Answer: The Commission has operated under the presumption that local agencies have a responsibility to communicate with the public about the operation of the agency or jurisdiction. Local agencies can make an objective, balanced, accurate and fair presentation of facts relevant to a ballot proposition.

Local agencies may generally publish a "fair presentation of facts" relevant to an election matter, however the determination of the propriety of the public expenditure depends upon a careful consideration of such factors as the style, tenor and timing of the publication; no hard and fast rule governs every case. Be careful that photos or graphics used in the fact sheet do not advocate support or opposition of a ballot measure.

A growing number of glossy sales pieces are being put out by public entities. They may be factual, but they look very much like promotional material designed to influence the election. The public perception is that they are campaign literature. Such pieces do as much, or more, damage to public goodwill and confidence than a finding of a violation of law by the Commission.

**2. Question: How may a local agency distribute factual information about a ballot measure?**

Answer: A local agency may distribute factual information to all citizens within its jurisdiction. Each agency can determine the best way to distribute information to the public without targeting individuals or use of marketing techniques that promote or oppose the ballot measure.

**3. Question: May a local agency prepare different materials for different audiences?**

Answer: A local agency may only prepare one fact sheet for distribution in a normal and regular manner. Publishing different information for selected audiences is promotional. If it can be demonstrated that there is confusion about factual information of a ballot measure, a jurisdiction may then send clarifying information to the citizens in the same manner as the initial fact sheet.



**4. Question: May local agency personnel participate in the formulation of a plan for activities associated with a ballot measure when the plan provides for promotional activities to be conducted by a citizens' committee and informational activities to be conducted by local agency personnel?**

Answer: It is appropriate for local agency personnel to develop and provide information about a ballot issue to the community so that the electorate can cast informed ballots. It is also important for supervisory personnel to clearly delineate which activities are informational and which are promotional so that agency staff does not use public facilities to promote the ballot issue.

Agency personnel may participate on their own time and without using public resources in the activities of a citizens' committee formed to support or oppose a ballot proposition.

Supervisory employees may not pressure or influence employees to participate in campaign activities. A plan developed or approved by supervisory employees which closely coordinates local agency informational activities with promotional or opposition efforts of a committee will subject the agency to scrutiny by the Commission.

Agency directors are free to participate fully in planning and executing campaign activities in support of or opposition to ballot measures as long as public facilities are not used.

**5. Question: May local agency publications inform staff of promotional activities and the opportunity to participate in those activities; and to what extent can publications encourage employees to participate in promotional activities?**

Answer: If agency publications normally and regularly inform staff of private activities in which they might wish to participate, a community calendar, for instance, it is appropriate to include dates, times and places of promotional activities in support of ballot issues. The agency must also afford similar opportunities to those advertising activities in opposition to the ballot measure as well as other private activities. It is important not to misuse this forum for communicating factually by engaging in activities that promote or oppose a ballot measure.

It is permissible to allow campaign committees to use public facilities on the same terms and conditions as other community groups, and complete schedules of such uses may be distributed to staff. Supervisors are obligated to brief staff on the distinction between informational activities and activities that advocate for or against a ballot measure, emphasizing that improperly using public facilities to promote or oppose a ballot measure is illegal.

**6. Question: May local agency publications encourage staff to vote, including permitting staff to wear "vote" stickers?**

Answer: Yes, it is permissible to encourage civic participation by staff and members of the community, as long as such encouragement occurs for other elections, and not just for a ballot measure election involving your jurisdiction. Additionally, it is permissible, if consistent with agency policy, for staff to personally choose to wear any political buttons, including those urging support, or opposition, to a ballot measure. Local agency personnel may not organize an effort to get staff to wear campaign buttons.



**7. Question: May local agency administrators inform, through internal memoranda, their department directors, supervisors, and administrative staff of meetings of groups supporting or opposing ballot measures? If so, to what extent may agency administrators encourage attendance at those meetings?**

Answer: No. Internal memoranda are created on agency supplies with agency equipment by agency personnel on public time. Such facilities may not be used to promote or oppose a ballot measure. Administrators may not encourage employees to participate in campaign activities and must avoid giving the impression to employees that participation in campaign activities is required or is a condition of advancement or continued employment.

**8. Question: May local agency publications describe to the community the importance of voting in any election and encourage citizens to vote, register to vote and request absentee ballots?**

Answer: Yes, as long as such activities are done throughout the year in the same manner for all elections, not just for a ballot measure election involving your jurisdiction. Such activities may not be used to promote or oppose ballot measures.

**9. Question: May a local agency conduct market research to determine the feasibility of a levy or bond measure passing in the community?**

Answer: When a local agency conducts market research within the community it is limited to determining community priorities and/or public perception of the agency's performance. Market research on whether or not to place a measure before the public for a vote and at what taxation level the public would support could be considered activity that supports a ballot measure.

**10. Question: To what extent may the local agency organize a telephone survey in which persons who voted in the past several elections are called and asked if they support or oppose the ballot measure; persons who answer positively or are undecided are then sent factual information and reminded to vote?**

Answer: A survey that targets voters and is designed to shore up support or opposition for a ballot measure is an inappropriate public expenditure. Agencies may survey their communities in a variety of ways, both to determine what the community believes is important and to inform the community about programs and policies. However, an agency may not use public resources, time or facilities to target voters or to survey in a method designed to identify and advocate for or against ballot measures.

**11. Question: May a local agency sell to advocacy groups information it has obtained regarding names, addresses and phone numbers of citizens who voted in previous elections?**

Answer: Public records obtained by the agency for proper agency purposes are statutorily required to be available to anyone who requests them. A "list of individuals" prepared by a local agency may not be used for commercial purposes. The agency may only recover its costs in providing copies of such records.



**12. Question: May agency personnel, during non-working hours, distribute materials supporting or opposing a ballot measure on agency property?**

Answer: The Commission has not taken exception to campaign groups using public facilities so long as use is made available on a non-discriminatory, equal access basis and is normal and regular for the local agency to provide such activity. If the local agency allows the proponents of a ballot measure to distribute materials, it must allow the opponents to do so also. If the local agency charges one group rent, it must charge the other group at the same rate.

Agency personnel, on their own time and not in uniform, may distribute campaign materials as long as public resources are not used.

**13. Question: May an advocacy group for a ballot measure solicit vendors or contractors doing business with an agency for donations?**

Answer: The restriction on "clientele lists" is not quite as complete as it might seem. Such lists are public records. Their release is governed by the public records provisions of RCW 42.17.250 et seq. If the list is generally available to the public, it cannot be denied to someone who says they will, or who it is thought might, use it in a campaign. If the list is made available to the proposition supporters, it must be made available to the opponents, if they ask.

**14. Question: May the information in the published factual information about a ballot measure be posted on a local agency web page?**

Answer: Yes. The fact sheet in its entirety may be posted on the agency's web page.

**15. Question: At what point in time does a local agency become subject to the law prohibiting use of public facilities in campaigns?**

Answer: A local agency is always subject to the statutory prohibition of using public facilities in campaigns. The timing of a particular activity will be a significant element in the "normal and regular" conduct assessment. An activity that may pass the test at one point in time may fail the test at another time.

Activity performed by a local agency in anticipation of a ballot measure may very well be looked at by the Commission as advocating support or opposition of the measure.

**16. Question: May a union representing public employees distribute materials supporting or opposing a ballot measure on the local agency property?**

Answer: The distribution of campaign materials by union representatives to their members must be limited to the agency lunchroom or break room which is dedicated to staff and not accessible to the general public.

The Commission has said that the internal mail system of an agency is a public facility. In PDC Declaratory Ruling No. 4 (5/27/1980), the Commission reaffirmed a decision it made in an enforcement setting that the use of a local agency's internal mailing systems for candidate



endorsements would violate RCW 42.17.130. The same conclusion applies to using an agency's internal mail system to distribute materials supporting or opposing a ballot measure.

**17. Question: May the union post campaign materials on the union's bulletin board located in the local agency facility?**

Answer: Only if the local agency, under union contract, provides a bulletin board in an area that is not accessible to the general public.

**18. Question: May staff or board members make presentations explaining a ballot measure to service clubs, neighborhood groups, and others?**

Answer: Yes, if requested by a group or organization to present factual information about a ballot measure including its anticipated impact on the community. Promotional activity by public employees must be done on their own time outside of normal working hours.

The use of public facilities in arranging or conducting speaking engagements to discuss the merits of a ballot measure would be prohibited.

**19. Question: May a local agency's planning documents, such as a five-year plan assume the passage or failure of a ballot measure when developing financial projections?**

Answer: It is important for local agencies to develop plans that take many contingencies into account, including passage and failure of a ballot measure.



## Kurt Young

**From:** Bill Ptacek [billp@kcls.org]  
**Sent:** Thursday, December 16, 2004 1:12 PM  
**To:** Kurt Young; Phil Stutzman  
**Cc:** steves@prestongates.com; grace@prestongates.com  
**Subject:** King County Library System Response

Kurt and Phil:

Attached in its entirety is the information requested by the Public Disclosure Commission (PDC) on December 9 regarding a complaint filed against the King County Rural Library District (PDC Case No. 05-125).

In addition, please note that Attachment H in the Exhibit (video) can be accessed electronically at [http://www.cardinalmedia.com/kcls/2003\\_KCLS\\_Bond.mov](http://www.cardinalmedia.com/kcls/2003_KCLS_Bond.mov).

The tape version is also being delivered Friday, December 17 to Kurt Young via FedEx.

Regards,

**Bill Ptacek, Director**  
**King County Library System**  
960 Newport Way NW  
Issaquah, WA 98027

425.369.3232  
425.369.3255 fax  
[billp@kcls.org](mailto:billp@kcls.org)





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Muckleshoot  
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North Bend  
Redmond Regional  
Richmond Beach  
Sammamish  
Shoreline  
Skykomish  
Skyway  
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Tukwila  
Valley View  
Vashon  
White Center  
Woodinville  
Woodmont

December 16, 2004

Mr. Philip E. Stutzman  
Director of Compliance  
State of Washington  
Public Disclosure Commission  
P.O. Box 40908  
Olympia, WA 98504-0908

Re: King County Rural Library District; PDC Case No. 05-125

Dear Mr. Stutzman:

This letter responds to the complaint filed against the King County Rural Library District ("KCLS" or "the Library") by Will Knedlik, which has been assigned Public Disclosure Commission ("PDC") Case No. 05-125, as well as to your letter of December 9, 2004 requesting additional information related to your investigation of Mr. Knedlik's allegations.

**I. INTRODUCTION**

As a prelude to our responses, we call to your attention some key points regarding KCLS's public information efforts in connection with the Library's bond measure on the September 14, 2004 primary ballot. Please consider this information in response to the complaint and its allegations:

- A. *All information provided by KCLS was objective, factual and intended to inform the public of the Library's capital needs, consistent with PDC guidelines.*** The PDC has stated that it is not only the right, but the responsibility of local government to inform the general public of the operational and maintenance issues facing local agencies. *See Guidelines for Local Government Agencies in Election Campaigns, PDC Interpretation, Basic Principle #2* (approved, September 28, 2004). The PDC also has stated that it "will presume that every agency may distribute throughout its jurisdiction an objective and fair presentation of the facts for each ballot measure." The supporting materials attached will demonstrate that, consistent with this guidance, KCLS produced factual and objective written materials geared toward helping the public understand the cost of the bond measure and what would be accomplished if it were approved.





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**B. The scope and nature of KCLS's public information effort was consistent with the normal and regular conduct of the Library.** KCLS covers hundreds of square miles and serves over 1.2 million people, 33 different cities and 18 different school districts. Despite its size and geographic expanse, the fact that KCLS does not include Seattle, the area's media center, can put it at a disadvantage with respect to public information efforts. Also, as the second busiest library in the United States, KCLS must employ highly coordinated efforts and numerous channels of communication to effectively communicate anything relating to the Library. As further discussed in the attached responses, the Library's public information effort in connection with the 2004 bond measure was grounded in community outreach and communications strategies that KCLS has employed regularly with regard to a variety of information campaigns - e.g., the 2002 Library Choices initiative and the 2000 Library Card Campaign. This is a normal response, repeated over numerous years, to address and nurture KCLS's long-term relationship with its stakeholders, patrons and communities. The appointment of a staff liaison who worked on the effort is consistent with numerous other projects at KCLS and with the previous bond election.

**C. KCLS's public information efforts were responsive to citizen demands for facts that would help the public understand the need for and potential impact of the bond measure.** KCLS's public information effort in connection with the 2004 bond measure was based on and driven by widespread community feedback. As further discussed under Section II(B) below, the public made specific requests and gave us advice at public meetings held throughout King County as part of the 2002 Library Choices initiative regarding the desire for detailed and widely disseminated information regarding the need, cost and potential impact of any proposed bond measure. KCLS recognizes that elections are a significant public expense. It has a duty to provide all relevant information to voters to clarify the issues at stake and avoid unnecessary repetition of election measures and the resulting waste of tax payer dollars.

**D. At no time did KCLS staff, management or members of the Board of Trustees advocate in favor of the bond measure while acting in their official capacity or on Library time.** KCLS engaged in widespread training to ensure that its Board of Trustees, management and staff understood the PDC guidelines and applicable Washington law prohibiting public employees and officials from advocating for or against a bond measure on Library time. KCLS employees and Trustees were careful, when speaking in their official capacity and when on Library time, to provide only factual and unbiased information regarding the cost and impact of the bond measure. Moreover, any public advocacy efforts regarding the bond measure were undertaken by People for Libraries, a separate campaign effort comprised of community volunteers.





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E. *The PDC has recognized KCLS's role as an agency that understands and implements the PDC guidelines regarding government agency activity in connection with election campaigns.* After the September 14, 2004 election, we were pleased to be asked by Doug Ellis, the PDC's Director of Outreach, to participate in the process that led to the recent adoption of revised PDC guidelines. KCLS was represented at meetings in Olympia to review a draft of the new guidelines and our experience in the September 14<sup>th</sup> election became a model for that revision. Also, several other library systems in the State have requested information regarding KCLS's public information efforts (Sno-Isle, Ft. Vancouver and Spokane).

**II. RESPONSE TO KNEDLIK ALLEGATIONS**

Contrary to the allegations in Mr. Knedlik's complaint, KCLS's public information activities in connection with the Library's 2004 bond measure complied with the PDC guidelines and applicable Washington law prohibiting the use of public resources and facilities in furtherance of campaign activities. As discussed further below, KCLS :

- (a) presented only objective and factual information regarding the 2004 bond measure;
- (b) provided this information consistent with its normal and customary public information efforts and went to great lengths to train staff regarding PDC guidelines and applicable law;
- (c) did not allow People for Libraries to use any public information materials produced with public resources; and
- (d) took precautions to ensure that no entity other than the Library would benefit from sales of its surplus books.

Furthermore, the participation by the Honorable Richard Eadie and the Honorable LeRoy McCullough was above reproach. Their public statements regarding the bond measure were made in their capacity as members of KCLS's Board of Trustees (and consistent with previous Board members' activities), were limited to providing factual and objective information, and were consistent with Washington's Code of Judicial Conduct.

**A. KCLS presented only factual information regarding the cost and impact of the 2004 bond measure.**

Contrary to Mr. Knedlik's allegations, KCLS did not make "repeated misstatements of central facts..." in connection with the 2004 bond measure. Information contained within all materials and on the KCLS website was objective and accurate. Mr. Knedlik suggests that the Library misled the public by representing that the 2004 ballot measure authorized replacement bonds. In fact, the King County Prosecuting Attorney's Office determined that the ballot initiative should refer to "replacement" bonds,





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preferring this terminology to the Library's original suggested wording (that these bonds would "take the place of" previously issued bonds). Furthermore, the Library was accurate in stating that "our current bond measure will soon expire." The 1988 bonds were issued approximately 16 years ago and expire less than seven years from now - in other words, they have already passed almost 70 % of their useful life. In addition, KCLS widely disseminated information regarding the exact year that the 1988 bonds would retire. The chart entitled KCLS Bond Costs, which is attached as Exhibit A, depicts the per household cost and expiration date of the 1988 bonds and the projected new bonds. This chart was posted on the KCLS website, included in print materials available at local libraries, and was discussed during community presentations and in conversations with local media. At no time did the Library disguise or seek to mischaracterize the fact that the new bonds were to replace the 1988 bonds that would retire in 2011.

All Library statements regarding the public's requests and recommendations for improving and expanding Library facilities and services were based upon documented community discussion and feedback. KCLS gleaned this feedback during its 2002 Library Choices outreach program and also as a result of community outreach in Spring 2003 following the failed ballot measure. See Exhibit B.

**B. KCLS's public information efforts were consistent with its normal and regular conduct, PDC guidelines and applicable Washington law.**

Contrary to Mr. Knedlik's allegations, KCLS did not misuse public assets, facilities and personnel. First, KCLS's community outreach efforts with respect to the 2004 bond measure were consistent with the nature and scope of its other public information initiatives. As reflected in the chart attached as Exhibit C, KCLS typically uses numerous channels of communication - including brochures, postcards, videos, web-based materials and outreach to community groups - in connection with its public information efforts. Given the fact that KCLS covers hundreds of square miles, serves over 1.2 million people and 33 cities, and includes 43 branch libraries, it must undertake a highly coordinated effort that employs a wide variety of tools to effectively communicate anything relating to the Library. In addition, the nature and scope of KCLS's public communications efforts with regard to the 2004 ballot measure were shaped by specific requests made and advice provided at public meetings held throughout the County as part of the 2002 Library Choices initiative. As reflected in the *2002 Library Choices Final Report (Exhibit B)*, the public has expressed a desire for detailed and widely disseminated information regarding the need, cost and potential impact of any proposed bond measure.





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Although KCLS's information efforts regarding the 2004 Library ballot measure were consistent with its normal and ordinary outreach activity, KCLS took extensive precautions to inform staff of PDC guidelines and Washington law prohibiting the use of public resources in furtherance of campaign activity. These efforts included:

- Holding a training session for approximately 200 managers and supervisors in December 2003. This session included a review of PDC guidelines and training regarding how to respond to questions from the public in a manner consistent with these guidelines and other applicable law.
- Conducting over 20 staff training sessions between March and August of 2004 that included a review of PDC guidelines, a summary of facts related to the cost and impact of the proposed bond measure and training regarding how to respond to the public in a manner consistent with law. Overall, more than 600 staff members attended these trainings.
- Providing numerous tools clarifying PDC guidelines for the benefit of staff. These materials could be accessed via print, email, phone and online.

Attached as Exhibit D are materials related to staff training, including *Sample Talking Points, Election and Campaign Do's & Don'ts for Staff, Staff FAQs*, and a powerpoint presentation developed for staff training sessions. See also, response to Part III(H) below for additional information regarding the date and location of specific training sessions.

**C. KCLS alone used and distributed public information materials it produced using public resources.**

Mr. Knedlik's bald allegation that KCLS contributed taxpayer-financed materials to People for Libraries is false and unfounded. People for Libraries printed and prepared its own election-related materials for distribution. There is no evidence to the contrary.

**D. KCLS alone benefited from the sale of surplus KCLS books.**

The allegation that the Library directed its surplus books to the King County Library System Foundation (the "KCLS Foundation"), so that funds from the sale of such books could be used to finance People for Libraries' activities, is also false. For many years, KCLS has surplused books and sold them through the KCLS Foundation – regardless of whether KCLS was involved in a bond election. The Foundation is a nonprofit corporation organized for charitable and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code, including raising funds for enhancing KCLS's





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programs and facilities. Section 2(b) of the *Book Sale Agreement*, attached as Exhibit E, reflects the Foundation's contractual commitment that net profits it receives in connection with the sale of the Library's surplus books "shall be used exclusively for the support of [the] Library and its facilities, services, programs and activities." (emphasis added). In short, these receipts may not be used for political campaigns. While the KCLS Foundation did contribute \$33,400 to People for Libraries (and not KCLS), this contribution was derived from private funds raised by the Foundation and was a small fraction of the financial support the Foundation provided to the Library. As demonstrated by the chart attached as Exhibit F, the Foundation generated approximately \$774,800 of contributions and other revenue in 2004. Less than \$140,000 of this revenue was from the sale of KCLS's surplused books. By contrast, the KCLS Foundation distributed more than \$1,000,000 to support the Library's activities, operations and capital needs in 2004.

**E. Judges Eadie and McCullough made accurate public statements regarding the bond measure in their capacity as members of the KCLS Board of Trustees.**

Contrary to Mr. Knedlik's allegations, KCLS did not trade "on the prestige of this state's courts, to lend judicial credibility" to campaign activities. First, as described above, KCLS supplied only objective, factual information regarding the cost and potential impact of the proposed bonds. It did not disseminate information advocating in favor of the 2004 Library ballot measure. Second, any public statements made by Judges Eadie and McCullough regarding the proposed bonds were: (a) made in their capacity as members of the KCLS Board of Trustees, without regard to their judicial appointments and (b) were factual and objective in nature.

All members of the KCLS Board of Trustees, including the two members who are judges, participated in community meetings and other outreach activities designed to inform the public of the Library's operational and maintenance needs. While Judge Eadie took a leadership role in these efforts, that was driven by his service as Chair of the KCLS Board of Trustees, not his status as a King County Superior Court Judge. His involvement was consistent with the leadership role Board Chair Tobias Washington fulfilled in the 2002 Library Choice Community Outreach effort.

In addition, prior to Judge Eadie's appointment to the KCLS Board of Trustees, legal counsel to KCLS (Dan Gottlieb of Gottlieb, Fisher & Andrews) advised that his appointment would not conflict with his obligations under Washington's Code of Judicial Ethics - in particular, Canon 5, which pertains to judges' participation in civic and charitable activities. Furthermore, at the time of Judge Eadie's appointment, research established that at least two other judges were serving terms on the Board of Trustees of Washington library districts (Yakima Valley and Timberland).





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Finally, since KCLS's inception in 1942, it has enjoyed the active support and participation of community leaders as Trustees of the Library. The Board of Trustees has included professionals in many areas, including renowned Judge Storey Birdseye, who served between 1952-1970. In 1966, during Judge Birdseye's tenure, KCLS passed a record-setting capital project bond.

**III. RESPONSES TO PDC REQUESTS FOR ADDITIONAL INFORMATION**

We respond below to the requests set forth in your December 9, 2004 letter for additional information regarding KCLS activities in connection with the Library's 2004 bond election. As discussed in this section, as well as in Section II above, KCLS's communication and outreach efforts with respect to the September 2004 bond measure were limited to providing objective and factual information and were conducted in a manner consistent with the Library's normal and ordinary outreach activity.

**A. Community Outreach Plan or Communication Plan**

KCLS's Bond Information Communications - Strategic Brief is attached as Exhibit G. Developing a community outreach plan is consistent with KCLS's normal and regular conduct with respect to its public information efforts. As discussed under Section II(B) above, KCLS must undertake highly coordinated and extensive efforts that employ a wide variety of strategies in order to effectively communicate with its geographically dispersed constituents. With respect to the 2004 Library ballot measure, as with all Library public information initiatives, the community outreach plan served as a strategic planning tool to direct KCLS's messaging, communications and community outreach; and it also assisted in building lasting relationships with the people the Library serves. Typically, the outreach plan addressed three major information dissemination strategies: those related to staff, to the community-at-large and to media. The Library continues to use the outreach plan in connection with its 2005 budgeting process and to guide continued communications regarding progress related to issuing the voter-approved bonds and plans for the capital projects to be funded by these bonds.

**B. Consultants hired to develop or implement a Community Outreach or Communication Plan**

As reflected in the chart regarding KCLS's public information activity (Exhibit C), KCLS customarily hires a communications consultant with respect to its public information initiatives. Consistent with this practice, KCLS retained the Metropolitan Group to consult regarding the Library's information efforts in connection with the 2004 bond election. The relevant contact information is as follows:





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Laura K. Lee Dellinger  
Executive Vice President/Principal

Metropolitan Group  
Portland Office

519 SW 3rd Avenue, Suite 700

Portland, OR 97204

Phone: 503.223.3299

Fax: 503.223.3474

<http://www.metgroup.com/>

#### C. Video

As reflected in Exhibit C, KCLS commonly produces a video to help convey the major themes of a public information initiative. The video produced in connection with the Library's efforts to inform the public about the costs and potential impact of the 2004 bond measure is attached as Exhibit H. This video was used in public information trainings for staff (discussed under Section II(B) above) and was shown in meetings with and presentations to community groups and organizations and others, as requested.

#### D. Visits to Editorial Boards

KCLS staff and trustees visited editorial boards solely to provide factual information regarding the bond measure. Two of the three editorial board visits were made at the request of the publication's editorial board. The editorial boards were presented with the same factual information and printed materials the public received. As reflected in Exhibit C, the Library commonly meets with editorial boards to provide objective, unbiased information in connection with its public outreach efforts. With respect to the 2004 bond election, representatives of KCLS visited the following:

*King County Journal* (Thursday, August 12, 2004 at 5pm) - Bill Ptacek, KCLS Director; Judge Richard Eadie, KCLS Board of Trustees Chair

*Seattle Times* (Thursday, August 19, 2004 at 10am) - Bill Ptacek, KCLS Director; Julie Wallace, Community Relations Manager; Judge Richard Eadie, KCLS Board of Trustees Chair. Also in attendance: Kari Glover, People for Libraries Campaign Volunteer; Mark Berry, People for Libraries Campaign Volunteer

*Seattle Post-Intelligencer* (Monday, August 23 at 10am via telephone) - Julie Wallace, Community Relations Manager



**E. Visits to other jurisdictions, such as to city councils and school boards**

As discussed under Section III(A) above and as reflected in Exhibit C, KCLS customarily undertakes extensive community outreach efforts to effectively communicate with other jurisdictions regarding major issues. Some events are initiated by the municipality and some are initiated by KCLS. In this vein, KCLS conducted visits to other jurisdictions, such as city councils and school districts, to provide factual information regarding the September 2004 bond measure. In connection with such visits, KCLS employees used the video (Exhibit H) and distributed the Library Election brochure (included with Exhibit I, as discussed below) to provide relevant factual information regarding the bond measure. KCLS employees made the following visits:

City	Date	Present
City of Snoqualmie	Monday, April 12	Bill Ptacek, Denise Siers, Frank Schepis, Jennifer Wiseman
City of Kent	Tuesday, June 1	Richard Eadie, Nancy Smith
City of Sammamish	Tuesday, June 1	Bill Ptacek, Laura Boyes, Amy Eggler, Jennifer Wiseman
City of Issaquah	Monday, June 7	Bill Ptacek, Chris Livingston
City of North Bend	Monday, June 14	Bill Ptacek, Denise Siers, Frank Schepis, Jennifer Wiseman
City of Pacific	Monday, June 14	Bill Ptacek, Greg Rathbone, Keitha Owen, Nancy Smith
City of Kirkland	Tuesday, June 15	Bill Ptacek, Tom Joselyn
City of Carnation	Tuesday, June 15	Richard Eadie, Denise Siers, Jennifer Wiseman
City of Covington	Tuesday, June 22	Bill Ptacek, Jennifer Wiseman
City of Bellevue	Monday, June 28	Bill Ptacek, Bruce Adams
City of Federal Way	Tuesday, June 29	Bill Ptacek
City of Newcastle	Tuesday, July 6	Bill Ptacek, Marilee Cogswell
City of Shoreline	Monday, July 12	Bill Ptacek
City of SeaTac	Tuesday, July 13	Bill Ptacek, Karen Hardiman
City of Auburn	Monday, July 19	Bill Ptacek, Gregory Rathbone
City of Burien	Monday, July 19	Richard Eadie, Nancy Smith
City of Duvall	Thursday, July 22	Bill Ptacek, Denise Siers, Don Julien
City of Maple Valley	Monday, July 26	Bill Ptacek
City of Kenmore	Monday, July 26	Denise Siers, Colleen Brazil, Jennifer Wiseman
City of Algona	Tuesday, August 3	Bill Ptacek
City of Black Diamond	Thursday, August 5	Bill Ptacek
City of Des Moines	Thursday, August 12	Bill Ptacek, Carol VanBaalen
City of Tukwila	Monday, August 23	Bill Ptacek, LeRoy McCullough
City of Mercer Island	Tuesday, September 7	Bill Ptacek, Sally Porter
City of Bothell	Tuesday, September 7	Denise Siers



School Board	Date	Present
Auburn School Board	Monday, July 26	Nancy Smith
Bellevue School Board	Tuesday, July 20	Bruce Adams
Highline School Board	Wednesday, August 11	Nancy Smith
Riverview School Board	Tuesday, August 24	Bill Ptacek, Don Julien
Federal Way School Board	Tuesday, August 10	Bill Ptacek
Tukwila School Board	Tuesday, July 20	Bill Ptacek, Jennifer Wiseman
Issaquah School Board	Wednesday, August 25	Denise Siers, Chris Livingston
Issaquah School Board	Wednesday, September 8	Bill Ptacek
Tahoma School Board	Tuesday, August 24	Nancy Smith
Lake Washington School Board	Monday, August 9	Denise Siers
Snoqualmie School Board	Thursday, July 8	Bruce Schauer, Jed Moffitt
Vashon School Board	Thursday, August 19	Bill Ptacek, Hester Kremer

**F. Visits to community groups, including chambers of commerce**

As discussed under Section III(A) above and as reflected in Exhibit C, KCLS customarily undertakes extensive community outreach efforts to effectively communicate with its constituents regarding major issues. KCLS visited community groups to provide factual information regarding the September 2004 bond measure, often at the request of such groups. KCLS employees used the video (Exhibit H) and distributed the Library Election brochure (Exhibit I) to provide relevant factual information in connection with such visits. Some events are initiated by the community organization and some are initiated by KCLS. KCLS employees made the following visits to community groups:

Organization	Date	Facilitator(s)
Algona Days Parade	Saturday, June 26	Gregory Rathbone
Algona-Pacific 10 Years of Service	Saturday, July 10	Gregory Rathbone
Pacific Days Parade	Thursday, June 24	Gregory Rathbone
Pacific Days Parade	Saturday, July 24	Gregory Rathbone
Auburn's Kiwanis	Wednesday, February 11	Terry Hendershott
Lakeview Elementary PTA	Wednesday, May 05	Terry Hendershott, Gwendolyn Haley
Evergreen Heights PTA	Thursday, May 06	Terry Hendershott, Gwendolyn Haley
Terminal Park PTA	Tuesday, May 18	Gregory Rathbone, Keitha Owen
"Clean Sweep Day" Booth	Saturday, June 05	Gregory Rathbone
Fourth of July Days at Les Gove Park	Sunday, July 04	Gregory Rathbone
Community Information Night @ Your Library	Tuesday, July 27	Gregory Rathbone
Auburn's Good old Days Parade	Saturday, August 07	Gregory Rathbone
Auburn 100 Years of Library Service	Saturday, August 07	Gregory Rathbone



Organization	Date	Facilitator(s)
Auburn Soroptomists Club	Wednesday, August 18	Nancy Henkel, Rachael Robinett
Bellevue Library Advisory Board	Tuesday, May 25	Cecilia McGowan
Bellevue Chamber	Thursday, July 08	Chapple Langemack, Bill Ptacek
Bellevue Sunrise Kiwanis	Friday, July 09	Cecilia McGowan
Bellevue Kiwanis Club #K03565	Thursday, August 26	Chapple Langemack
Bellevue Sunrise Rotary	Tuesday, August 10	Marilee Cogswell
Bellevue Kiwanis	Thursday, August 26	Cecilia McGowan
Black Diamond Parade	Monday, September 06	Georgia Lomax
Kiwanis of the Foothills	?	Georgia Lomax
Maple Valley/Black Diamond Chamber	?	Georgia Lomax
Bothell Arts & Crafts Fair Booth	August 14 and 15	Denise Bugallo
Southwest Social Services Coalition	Wednesday, June 16	Gretchen Furber
Burien Lions	Wednesday, February 04	Marie Metsker
Burien Community Meeting	Thursday, April 15	Marie Metsker
Burien Economic Development Committee	Friday, June 11	Marie Metsker
Discover Burien	Wednesday, July 14	Marie Metsker
Burien Senior Center		Marie Metsker
AAUW Burien	Saturday, September 11	Marie Metsker
Town Square Public Meeting Booth	Wednesday, August 04	Marie Metsker
Longshoreman's Union BBQ	Friday, September 10	Marie Metsker, Pauline Warden
Highline American Association of University Women	Saturday, September 11	Marie Metsker
Southwest King County Chamber - Tukwila Government & Community Affairs Meeting	Tuesday, July 06	Karen Hardiman
Carnation 4th of July Festival Booth	Sunday, July 04	Darcy Newman
Carnation-Duvall Citizens Group	Monday, July 12	Darcy Newman
Swiftwater Homeowners	Tuesday, July 27	Darcy Newman
City-wide Garage Sale Booth	Saturday, August 21	Carnation Friends of the Library
Carnation Farmer's Market Booth	8/24 & 8/31	Carnation Friends of the Library
Sno-Valley Seniors		Carnation Friend of the Library
Riverview School District - Teachers Meeting	Monday, August 30	Darcy Newman
Covington Days Parade	Saturday, July 24	Georgia Lomax
Covington Days "Library Bond Tent"	7/23 - 7/25	Friends of the Covington Library
Covington Chamber	?	Georgia Lomax
Des Moines Chamber	Monday, July 12	Carol VanBaalen
Des Moines Kiwanis Club	Tuesday, July 20	Carol VanBaalen



Organization	Date	Facilitator(s)
Des Moines/Midway Rotary Club	Wednesday, August 04	Carol VanBaalen
Des Moines Lions Club	Wednesday, August 25	Carol VanBaalen
Huntington Park Homeowners Association	Tuesday, August 24	Nancy Henkel
Duvall Daze Parade	Saturday, June 05	Don Julien/Duvall Library
Duvall Rotary Meeting	Wednesday, June 30	Bill Ptacek, Don Julien
Duvall Chamber	Thursday, August 05	Don Julien
Fairwood Lions	Wednesday, August 04	Donna McMillen
Greater Renton Kiwanis	Thursday, August 26	Donna McMillen
Community Information Night @ Your Library	Tuesday, August 17	Donna McMillen
Community Information Night @ Your Library	Sunday, August 22	Donna McMillen
Community Information Night @ Your Library	Sunday, August 29	Donna McMillen
Fall City Business Association	Friday, May 14	Bruce Greeley
Fall City Days Parade and Booth	Saturday, June 19	Bruce Greeley
Fall City Business Association	Friday, September 10	Bruce Greeley
Fall City Business Association	Friday, September 10	Bruce Greeley
South King County Multi-Service Center	Monday, April 19	John Sheller
Federal Way Chamber	Wednesday, August 04	John Sheller, Bill Ptacek
Community Information Night @ Your Library	Wednesday, July 28	John Sheller
Federal Way Sunrise Rotary	Tuesday, August 03	Judy Renzema
Community Information Night @ Your Library	Wednesday, August 04	Judy Renzema
Foster/Tukwila Library Board	Tuesday, May 11	Sandra Smith, Nancy Smith
Tukwila Rotary	Thursday, July 15	Karen Hardiman
VFW	Tuesday, July 20	Sandra Smith, Nancy Smith
West Hill Community Council	Tuesday, July 20	Sandra Smith
AAUW Issaquah	Wednesday, May 05	Chris Livingston
AAUW Issaquah	Saturday, May 15	Chris Livingston
AAUW - Normandy Park	Saturday, June 26	Chris Livingston
Downtown Issaquah Association	Thursday, July 15	Chris Livingston
Issaquah Rotary	Wednesday, August 04	Chris Livingston
Issaquah Kiwanis	Wednesday, August 11	Chris Livingston
Northshore Chamber "After Hours"	Thursday, May 20	Colleen Brazil
Northshore Chamber "Breakfast Meeting"	Tuesday, June 22	Colleen Brazil
Kenmore Heritage Society, Community Club, Arts Association and Library Association "Joint Picnic"	Wednesday, July 14	Kenmore Library Association
Kenmore Community Club General Meeting Presentation	Wednesday, July 14	Kenmore Library Association



Organization	Date	Facilitator(s)
Third Place Commons Board	Thursday, July 22	Colleen Brazil
Picnic in the Park	Saturday, July 24	Colleen Brazil
Northshore Chamber	Wednesday, August 04	Colleen Brazil, Nancy Henkel, Denise Bugallo
Kenmore Good Ol' Days Parade and Booth	Saturday, August 28	Colleen Brazil
Kent Community Foundation (KCF)	Tuesday, May 04	Judith Zelter
Pine Tree Elementary Staff	Tuesday, May 25	Judith Zelter
Meadow Ridge Elementary Staff	Tuesday, May 25	Judith Zelter
Kentview Christian Elementary Staff	Wednesday, May 26	Judith Zelter
Sequoia Hill Junior High Staff	Wednesday, May 26	Judith Zelter
Neely O'Brien Elementary PTA	Tuesday, June 08	Judith Zelter
Scenic Hill Elementary Staff	Monday, June 14	Judith Zelter
Daniel Elementary PTA	Wednesday, June 16	Judith Zelter
Kent Ole	Monday, June 21	Judith Zelter
Kent Downtown Partnership	Wednesday, June 23	Judith Zelter
Kent Adopt an Animal Booth	Saturday, June 26	Judith Zelter
Kent Sunrise Rotary	Tuesday, July 06	Judith Zelter
Kent Cornucopia Fair Booth	July 09 thru July 11	Judith Zelter
Kent Senior Center	Friday, July 23	Judith Zelter
Kent Regional Library Open House	Saturday, August 07	Judith Zelter
Canterbury Fair Booth	Sunday, August 22	Judith Zelter
Kent Lions	Tuesday, September 07	Judith Zelter
Kirkland Sunrise Kiwanis Club #K07327	Wednesday, June 09	Patty Ferrell
Maple Valley Days Parade	Saturday, June 12	Nancy Henkel
AARP of Maple Valley Information Fair	Saturday, September 11	Nancy Henkel, Susan LaFantasie
Mercer Island Kiwanis	Tuesday, August 03	Nancy Henkel, Sally Porter
Muckleshoot Tribal Council Meeting	Tuesday, July 27	Gregory Rathbone
Muckleshoot Tribal Council Dinner	Tuesday, August 10	Gregory Rathbone
Newcastle Chamber of Commerce	Monday, September 27	Marilee Cogswell
Newcastle Chamber "After Hours"	Wednesday, June 09	Marilee Cogswell
Newcastle Rotary	Tuesday, June 29	Marilee Cogswell
Advisory Board Orientation Night (Redmond)	Wednesday, June 23	Nancy Henkel
Redmond Chamber	Thursday, June 24	Michele Drovdaahl
Redmond Rotary	Thursday, July 01	Michele Drovdaahl, Bill Ptacek
Redmond Rousers Rotary	Wednesday, August 04	Michele Drovdaahl
Community Information Night @ Your Library	Wednesday, August 04	Michele Drovdaahl
Sammamish Kiwanis	Thursday, September 02	Laura Boyes, Amy Eggler



Organization	Date	Facilitator(s)
1st Annual Chamber Business Fair	Friday, August 13	Laura Boyes, Amy Egger
SeaTac Business Group	Thursday, July 08	Karen Hardiman
Shoreline Senior Center "Grandparent's Night"	Tuesday, May 25	Aarene Storms, J/YA Librarian
Shoreline Chamber	Wednesday, July 14	Bill Ptacek, Jennifer Wiseman, Judy Weathers
Community Information Night @ Your Library	Saturday, August 28	Liz Poitras/Shoreline Friends
Shoreline Days Parade and Booth	Saturday, August 21	Alene Moroni
Back to School Night	Friday, August 27	Miriam Driss
Friends of the Skyway Library	Wednesday, April 28	Sandra Smith, Nancy Smith
Upper Snoqualmie Valley Chamber	Wednesday, June 30	Frank Schepis
Southcenter Rotary	Monday, July 12	Karen Hardiman
Cascade Plaza Retirement	Monday, July 05	Jeannie Dilger-Hill
University House	Tuesday, July 20	Nancy Smith
Hutchison House (HUD Housing)	Friday, July 16	Jeannie Dilger-Hill
Avalon Health Care Center	Monday, July 26	Jeannie Dilger-Hill
Emerald Heights Retirement Center	Thursday, August 05	Jeannie Dilger-Hill
Robinswood Retirement Center	Thursday, August 12	Nancy Henkel
Evergreen Court	Monday, August 16	Jeannie Dilger-Hill
Judson Park Retirement Community	Friday, August 27	Jeannie Dilger-Hill
Bellewood Retirement Center	Wednesday, August 04	Jeannie Dilger-Hill
Gardens at Town Square	Tuesday, August 31	Jeannie Dilger-Hill
Garden Club	Tuesday, August 31	Jeannie Dilger-Hill
Pacific Regent	Tuesday, September 07	Jeannie Dilger-Hill, Nancy Henkel
Pacific Regent Retirement Home	Tuesday, September 07	Nancy Henkel
Brittany Park Retirement Community	Tuesday, August 31	Nancy Henkel
American Legion - Vashon Island	Wednesday, June 16	Hester Kremer
Vashon Island VFW	Wednesday, July 07	Hester Kremer
Vashon-Maury Island Community Council	Monday, July 19	Hester Kremer
Vashon Island Kiwanis #K02790	Tuesday, July 20	Hester Kremer
Vashon Island Rotary	Friday, August 06	Hester Kremer
White Center Chamber	?	Pauline Warden
White Center Eagles	?	Pauline Warden
Southwest Service Providers	?	Pauline Warden
White Center Jubilee Days/Farmers Market	?	White Center Library Guild
Woodinville Chamber	Wednesday, August 18	Don Julien
Advisory Board Orientation Night (Woodmont)	Thursday, July 01	Nancy Henkel



**G. Materials, including banners, handouts, etc. made available at library sites**

The public information materials made available in KCLS branch libraries included the following: book bag, banner, bookmarks, mouse pad inserts, poster and brochure (Library Election, September 14). All of these materials are attached under Exhibit I. As discussed above and reflected under Exhibit C, KCLS commonly uses these and other strategies to disseminate information to its numerous and geographically dispersed constituents.

**H. Training library employees**

Please see our response to Section II(B) regarding the Library's extensive efforts to educate staff regarding PDC guidelines and to communicate factual information regarding the bond measure that would enable staff to appropriately respond to public inquiries. A list of training sessions conducted at various branch libraries is provided below.

Host Library	Date	Present
Burien	Monday, March 1	Nancy Henkel and Jeannie Dilger-Hill
FWR	Tuesday, March 2	Nancy Henkel and Nancy Smith
Shoreline	Wednesday, March 10	Rick Orsillo and Lisa Hill
Bothell Regional	Thursday, March 11	Rick Orsillo and Cecilia McGowan
Kirkland	Monday, March 15	Karla Clark and JoAnn Vanderkooi
Bellevue Regional	Tuesday, March 16	Cecilia McGowan, JoAnn Vanderkooi and Lisa Hill
Vashon	Wednesday, March 17	Julie Wallace and Karla Clark
North Bend	Thursday, March 18	Julie Wallace and Jennifer Wiseman
Bellevue Regional	Tuesday, March 23	Cecilia McGowan, JoAnn Vanderkooi and Lisa Hill
Bellevue Regional	Tuesday, March 23	Cecilia McGowan
Des Moines	Wednesday, March 24	Karen Hardiman and Karla Clark
Issaquah	Thursday, March 25	Lisa Hill and Nancy Henkel
Woodinville	Friday, March 26	Rick Orsillo and Nancy Smith
Foster	Monday, March 29	Jackie George and Jennifer Wiseman
Auburn	Tuesday, March 30	Jackie George and Julie Wallace
Sammamish	Wednesday, March 31	Julie Wallace and Nancy Smith
Shipping Department	Friday, April 2	Lisa Hill and Karen Hardiman
Covington	Thursday, April 8	Jackie George and Nancy Henkel
Service Center	Monday, April 12	Cecilia McGowan and Nancy Henkel
Mercer Island	Tuesday, April 13	Julie Wallace and Jennifer Wiseman
Traveling Library Center	Wednesday, April 14	Julie Wallace and Nancy Smith
Redmond Regional	Wednesday, April 21	Nancy Smith and Jennifer Wiseman
Bothell Regional	Tuesday, June 8	Karla Clark



## I. Contact information for Bond Information Liaison.

As indicated in Exhibit C, KCLS commonly appoints an information liaison in connection with its public information initiatives. Nancy Henkel served as a point person for staff who had questions related to the bond measure, including questions regarding how to respond to public inquiries in a manner consistent with PDC guidelines and other relevant Washington law. Ms. Henkel's contact information is:

Nancy Henkel  
Assistant Manager, Maple Valley Library  
425.432.4620  
[nhenkel@kcls.org](mailto:nhenkel@kcls.org)

## IV. CONCLUSION

As discussed above and illustrated by the supporting materials we have attached, KCLS's awareness of Washington law prohibiting the use of public resources in campaign activity caused it to take extensive precautions to educate its staff regarding PDC guidelines. While People for Libraries - an independent, privately funded, volunteer-driven campaign - advocated for passage of the Library's 2004 bond measure (including participating in public meetings and producing and distributing campaign materials), KCLS was vigilant in ensuring that no Library resources were directed to or used by this campaign. KCLS's activities in connection with the bond measure were limited to providing objective, factual information describing both the cost and the potential impact of the bonds. Furthermore, the scope and nature of KCLS's public information efforts were consistent with the Library's normal and regular conduct regarding community outreach efforts. Given KCLS's size, its geographic expanse and its large and diverse constituency, the Library's communication efforts must be extensive and highly coordinated in order to effectively reach the public. As illustrated by the materials we provided regarding the Library's 2002 Choices outreach initiative, an extensive information effort also is what the public has demanded of us.

We appreciate the mission of the PDC and its efforts to ensure that public elections are not influenced improperly by the expenditure of public funds. However, the allegations made by Mr. Knedlik are baseless. We look forward to a prompt resolution of this matter so that we may concentrate on our library mission.

We are proud of KCLS's effort to fulfill our responsibility of informing the community about issues relevant to the bond election in a manner that was consistent with PDC guidelines. We are pleased to provide the attached information and will be happy to supply additional information or answer any questions that you may have regarding this matter.

Sincerely,



Bill Ptacek  
Director

cc: Grace Yuan and Stephen Smith, Preston Gates & Ellis



## List of Enclosed Exhibits

- Exhibit A KCLS Bond Costs (Chart)
- Exhibit B Results From Friends and Advisory Board Meetings (Spring 2003)
- Exhibit C Library Public Information Activity Matrix
- Exhibit D Staff Training Materials (Sample Talking Points, Election and Campaign Do's & Don'ts for Staff, Staff FAQs, powerpoint presentation)
- Exhibit E Book Sale Agreement
- Exhibit F KCLS Foundation, 2004 Income and Expenses (Charts)
- Exhibit G Bond Information Communications: Strategic Brief
- Exhibit H Public Information Video
- Exhibit I Library Election, September 14 printed materials (Book bag, Banner, Mouse pad Insert, Bookmarks, Postcard, Brochure)



**PDC Interview of Bill Ptacek**  
**by Kurt Young**

***December 27, 2004***

Olympia, Washington

*Tape 1, side A*

YOUNG: This is the Public Disclosure Commission recorded statement of Bill Ptacek in PDC Case #05-125. The time is now 1:46. The date is December 27, 2004. I am Kurt Young with the Public Disclosure Commission. Also present is Phil Stutzman, the Director of Compliance. This statement is being recorded at the Public Disclosure offices in Olympia, 711 Capitol Way, Room 206, Olympia, Washington 98504. The interview is being recorded via telephone conference. Also present on the other end is Steven Smith with Preston, Gates and Ellis, legal counsel for the King County Library System. And at this time Phil Stutzman will administer the oath.

STUTZMAN: Yes. Mr. Ptacek would you raise your right hand?

PTACEK: Okay.

STUTZMAN: Do you swear or affirm that the answers you will give today will be the truth, the whole truth and nothing but the truth?

PTACEK: I do.

STUTZMAN: Thank you.

YOUNG: Is it okay if I call you Bill?

PTACEK: That's great.

YOUNG: Okay. And just a couple of opening questions. You understand this statements being recorded Bill?

PTACEK: I do.

YOUNG: And for the record and voice identification please state your full name and spell the last.



PTACEK: Bill Ptacek, I am the Director of the King County Library System. My last name is spelled P-T-A-C-E-K.

YOUNG: Thank you. And can you give us a work address and telephone number for the record as well.

PTACEK: 960 Newport Way NW, Issaquah 98027. The telephone number here is 425-369-3232.

YOUNG: Thank you. How long have you been with the King County Library System Bill?

PTACEK: Just over 15 years. I became the director in July of 1989.

YOUNG: And prior to that what types of positions did you hold for the library system?

PTACEK: Well I was not here. I was the director of the library in Louisville Kentucky. And prior to that I was the director for the library in Idaho Falls in Eastern Idaho. And then prior to that I was at the Chicago Public Library. So I have been doing this for about 31 or 32 years now.

YOUNG: And a little bit of educational background if you could.

PTACEK: I, my undergraduate degree is from the University of Illinois, my Masters Degree in Library Science is from the State University of New York. I have an advanced degree from the University of Chicago and a little bit of law school from the University of Louisville.

YOUNG: Thank you. And you said you've been Director of the King County Library System since 1988?

PTACEK: Since 1989.

YOUNG: 1989 oh I'm sorry.

PTACEK: 15, I had my 15 year anniversary in July this year.



YOUNG: Well happy anniversary.

PTACEK: Thank you.

YOUNG: And in that time has your role as director changed at all.

PTACEK: I don't think so. Obviously the nature of libraries have changed an awful lot in those last 15 years. But I think that what I do and generally what I'm responsible to do still is pretty much the same.

YOUNG: And so if we could focus on some of the information provided in the response with, starting with the visit to other governmental agencies. Had you been involved with that as director?

PTACEK: I have. As a matter of fact and you've seen those, every month I report to the board. And probably a third to 40% of what I do is relationship with other government agencies or other organizations. And as a matter of fact since I began this position I have always reported on a monthly basis to the board about those activities. And that constitutes the Director's Report. Or the first third of the Director's Report.

YOUNG: And were you making these contacts and establishing this relationship going back to '89 or has that kind of grown over time?

PTACEK: No. Actually as a matter of fact when I came one of the big issues facing the library district was that most of the cities we served were con, we had a contract with the library system. The board wanted to transition those contracts to actually having those cities be a part of the King County Library System. Or at least make sure that everybody was paying for library service on the same basis. To make a long story short it occasioned over the next 5 to 7 years an incredible amount of work with the various city governments regarding annexation into the library district. And I think that in this point in time 33 cities in King County have annexed into the Library



District and when I came in 1989 we only had three cities that were annexed into the Library District.

YOUNG: Are you looking at any future annexations or annexations to continue in time or?

PTACEK: Probably not because most of the area that we serve is already annexed into the Library District. We have no other cities that we contract with. However, as you may know, in King County a number of cities have incorporated and with some of the growth management issues facing county government there may be other cities that incorporate as a way to deal with the county's problem of not serving urban areas in, having unincorporated areas and urban areas of King County. But right now just about everything that is getting library service in the King County Library System, not just about, everything that is getting library service in the King County Library System is annexed into the district.

YOUNG: With regard to the outreach to schools and cities, while it's been an ongoing process has it, was it something you designed specifically for the bond measurers or is this an ongoing...

PTACEK: Absolutely not. We have long ago taken on a primary role and its well documented in our organization that service to schools or service to students is an important part of the library's mission in the community. So as a part of that, gosh I think going back to the mid 90's we identified the fact that we were going to reach out to the schools and try to partner with them and explain to them what we could do for them, how we could work more closely with them, because frankly we've, I've actually written about this in various publications. School libraries are not good, they're not well funded



and they need the public libraries. And the public expects the public libraries to be a part of the service to the children. So to make that happen we adopted a multi faceted approach. The first part of which was having myself go out and meet with the superintendent's of everyone of the 17 or 18 school districts we serve and then having other staff follow up with those contacts with individual principal's or directors of curriculum. And then the staff at the local libraries following up on that with meeting with principals and teachers. And then finally having some of our staff get into the schools and actually demonstrate to the students the various things that the library can do to support the work in school.

**STUTZMAN:** Did the effort to reach out to other jurisdictions and even community groups, did that increase following the failure of the 2003 bond measure?

**PTACEK:** I don't think so, I think that, you know again I know that that was something that you've asked Julie, just kind of caught her on the way out, that she was going to try and establish numbers. My feeling is, and this is just a feeling, is that the context were about the same. You have to understand that it's the responsibility of all of us to be involved with those community groups. I'm the Vice President of the Bellevue Rotary Club for instance. And recently I've just been appointed to be the Assistant Governor for this district in Rotary. We have staff members who are members and active members of Rotary clubs, Kiwanis clubs. I've served on various commissions like the Governance Commission for King County. Again its an expectation that the library, one of our visions of the library is that it's the heart of the community. And that's a stated vision, part of our vision. So in order to make that happen



expect staff members in all levels of our organization to be involved in the context. Another example on another area, we have two members of our Tukwila and Foster libraries who are actually on the Tukwila School Board. One of our members of our Duvall library is the past president of the Riverview School District up in Northeast King County. There are probably countless other examples of staff involvement and contacts with groups. I mean its just an ongoing part of what the library needs to do.

YOUNG: To switch gears, for the '04 bond election there was a number of materials, flyer, brochure, banners, handouts that were prepared. As director what was your role in that process?

PTACEK: I can't claim that I was intimately involved in the development of all of that material but I certainly did have an opportunity to review the materials and generally approve looking at the overall strategy. And I think looking at our previous phone conversation, our task was significant in order to get information out to the community. That there was an election that had something to do with the library.

YOUNG: Are you involved in how much money would be budgeted towards these efforts?

PTACEK: Well to the extent that we have a budget process and we identified how much money would be available to provide information if the election were going to be on the ballot in 2004. This was discussed at four different budget hearings that we held in the year previous, in November previous to that. It was discussed with the board and it was pretty common knowledge and it was identified as a matter of fact in our budget hearings. So the extent that I am responsible



ultimately for putting together the budget for the board it would be my responsibility. Yes.

YOUNG: And in the matrix response we got went back to 2000 and since you've been there since '89 maybe you could just address, has the library system hired consultants going back for a number of years or maybe you can...

PTACEK: Yeah. We have used consultants for a number of different things. We actually even have had research, Hebert Research, has been kind of our research firm on retainer and we're very proud of the fact that as a library system we pay a lot of attention to what it is that our customers or patrons are thinking and doing. So they have studied such things as the behavior of people who use technology, they've studies things like the use of libraries by parents and children. We've had them do research, actually we're part of a national study on cost benefit of public libraries. We're one of five public libraries in the United States that were part of that and as a part of that study they used consultants not only to do the economics part of it but also to do the community surveying part of that. So you know, since I've been involved with this library system we've been working with consultants who bring different expertise. And the focus of much of that consulting work was to identify the interest and needs of our community because again the purpose of the library, we feel, is to be connected and relevant to the people we serve.

YOUNG: Do you have the authority to hire the consultants and how's the contract handled? That type of.

PTACEK: Well I mean, I guess I don't understand your question, the authority.



YOUNG: Well I guess is there a process for which a consultant is hired or can you hire them as director or do you need board approval or?

PTACEK: No, we have the, we have purchasing policies and practices which are by the way reviewed by the State Auditor. And we follow those so if competitive bidding is necessary then we certainly would do that or acquiring quotes or whatever our RFQ or RFP processes are followed for some of these things. But ultimately its our responsibility to, it is my responsibility to oversee the procurement of services, of professional services and contracts.

YOUNG: Do you work on the contract language or is that counsel or how's that handled?

PTACEK: Well it depends on the contract. But generally, again we have a management team and these folks are very good and knowledgeable. You've already met Julie Wallace, but she and her colleagues form our management team. There are 12 people on that group and I generally rely on those folks to put together the specifics of the working arrangement. But in terms of overall whether we're going to have a contract or use a consultant or whatever else I would usually be advised of that but I wouldn't get into the exact language of a contract.

YOUNG: Okay. And just specifically for the consulting groups or firms hired for bond or other ballot measures affecting the library system, was there any language in there about being aware of RCW 42.17.130 that you know of?

PTACEK: Again I'm not, I, I'm not that familiar with any contracts or any agreements with any of the folks that we would have worked with.

YOUNG: Okay.



**PDC Interview**

**Bill Ptacek**

December 27, 2004

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PTACEK: I can't really speak to that.

YOUNG: Okay. How about with regards to the content on the...

PTACEK: That wouldn't be any different than any other contract for professional services. I don't even, I'm not even sure I know what's in our agreement or letter of, retention letter with Preston, Gates and Ellis as a matter of fact.

YOUNG: Okay. Fair enough.

SMITH: You don't want to know what's in there.

YOUNG: They can pay you to tell them what's in there. With regard to the materials for the '04 bond measure, did you have any type of input or...

PTACEK: I got a chance to review them to oversee, you know, to kind of look at them. I understood what we were trying to do. I mean I kind of, overall what we were trying to accomplish in terms of what information was necessary because I certainly was involved when we talked to the community. When we heard from the community about the need to better education our, our, our group, our population which is very diverse and very large and I'm sure you probably heard that already. But we went through an extensive process of listening to our public about the fact that we did not in previous elections do a good job of communicating and educating the public that there even was anything on the ballot. And as a matter of fact we were accused of trying to do it in a stealth way. So we wanted to make sure that we were taking our responsibilities seriously to educate the community about this measure.

YOUNG: Did you feel in '04 that you kind of obtained that balance between not doing enough and not doing too much or do you have a gut feeling on that at all?



PTACEK: Well we were frankly quite proud of what we did and thought that we, and by the way I should have mentioned for the record that we were aware that our role was to provide information and not to advocate. And we took that very seriously and I think that you'll see in the documentation that throughout the process that we certainly cautioned staff about that and made that known. But yes I think that we did to a much better job of providing information. And again in ways that were a direct response to input that we got. For instance, getting information to people who came in the library. Getting information to people who use the library virtually, were all suggestions that came from folks who talked about how the library, how good or bad a job the library was doing in terms of providing that information.

YOUNG: Prior to Julie coming on in, I think she said sometime in 2000, was her position also referred to as the Community Relations Manager or what was that position?

PTACEK: It was community relations manager.

YOUNG: And was it filled by a similar type of person with a marketing type background or can you recall?

PTACEK: Well I can recall because she still works for us. She's now our Foundation Director.

YOUNG: Oh okay.

PTACEK: Prior to working for the King County Library System she was with the Muni League.

YOUNG: Who was that?

PTACEK: Jeannie Thorsen.

YOUNG: Oh okay.



PTACEK: And Jeannie by the way had frequent contact with the Public Disclosure Commission because in her role of community relations she worked very closely on a lot of those annexations that I mentioned, the 30 or so annexation elections. So we've always relied on our community relations department to provide information about ballot measures that affect the library.

YOUNG: Yeah. Her name's familiar so I probably talked to her in the 90's about some publications or something.

PTACEK: If you've been there that long you probably know Jeannie.

YOUNG: Okay.

PTACEK: Julie took over for Jeannie Thorsen.

YOUNG: Okay and that wasn't a new direction with Julie coming on going towards a more marketing emphasis?

PTACEK: No, I mean. And by the way the marketing emphasis has always been there. It's always been a part of the library. And we have overall as an organization, and this comes from a lot of discussion with our board in developing our vision statement and other things, we have a very strong commitment to making sure that the public knows what the library has to offer. We could have the world's greatest library and if it isn't used it doesn't make any difference. And I think that's something that's come home to us very, very vividly. And it's frankly one of the reasons why we're the most busiest or either the second or the busiest library in the United States now. It's a part of everything that we do.

YOUNG: Okay.

PTACEK: Programs aren't great unless people use them as far as the library is concerned. And we're a service organization. So that only makes sense.



YOUNG: Okay.

STUTZMAN: This is Phil. I was looking at some of the materials that you put out that were included in the complaint. Do you have a copy of that with you?

PTACEK: Let me just check here. Would this be from...

STUTZMAN: A copy of the complaint.

PTACEK: Oh would that be attachments to the letter of December 16<sup>th</sup>?

STUTZMAN: No. It would be the complaint from Mr. Nedlick.

PTACEK: What a minute, I think we've got it.

YOUNG: Okay. That's fine, take your time.

PTACEK: Okay, we're at the bookmark.

STUTZMAN: Okay. Page 2 of the bookmark. In the third bullet it talks about how it will cost an average of \$25 per year or the cost of one book. Why did you feel it was necessary to put in or the cost of one book?

PTACEK: We heard from, during our Library Choices, that people one of the things that we didn't do was to explain to people and relate to people how much it was going to cost. And actually that whole thought of the cost of a book was something that came from people's reaction when we were able to tell them what it would cost and to make that calculation. So it was really kind of reiterating what people had expressed. Oh that's about the cost of a book. And so that's how come we included it in there. As a way to help describe how much it would cost.

STUTZMAN: Okay. Did you think that they wouldn't understand what \$25 meant? Why did you need a comparison?

PTACEK: Again it's kind of just reiterating what we heard so much from people. Again in the context of libraries books would often come



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up. And they just seemed to gravitate toward the idea that that amount of money seemed to equate the cost of a book.

STUTZMAN: Okay. The next page there is a mouse pad insert.

PTACEK: Yes.

STUTZMAN: And under What: it says 172 million dollar capital bond to replace the expiring 1988 bond and provide funding for the next 10 years. Part of the complaint was that your material did not tell people that the bonds, although they were maybe 60 to 70% used up, would expire in the year 2011, it seems to imply that they were expiring right now. Can you tell me why you didn't just simply say that they would expire in 2011 that we're replacing the bonds that will expire in 2011?

PTACEK: We were, what we were trying to do was to communicate, remember our mission if you will was to explain to people how much it was going to cost. And what we wanted to make clear and I hope it came through was that the total would be \$25. Both the unexpired bonds and the new bonds, and its very complex to describe that. That's why there were eventually charts and graphs on the web page or whatever to explain that more fully. But Mr. Nedlick, I think, raised that issue with us. We were quite sure that it would become more confusing to try and talk about 2011, this expiring that time or whatever, when really what people wanted to know was how much will this cost me. And that, we assume that that cost was the aggregate of the previous bonds and the new bonds. And as a matter of fact it serves as the guide so that we don't issue more bonds at any one time that will exceed that \$25 per \$300,000 household on an annual basis. So it just seemed like the best way to communicate what the cost was. And really I mean



why would we want to hide what we previously were paying off. Because again the important issue for people was how much were they going to be paying and it was \$25.

STUTZMAN: Okay. And on the, the wording on the ballot, did it include the \$25?

PTACEK: No it didn't because again, we had to get that information by talking to potential underwriters or people who would do those calculations for us and then we had to develop some scenarios to try, looking at the different projects that would be involved. So it wasn't something that was, and the other thing is I can't, what if I weren't here tomorrow. I can't guarantee that the organization is always going to keep it under \$25. I feel personally, I know the board feels committed to that \$25 but there's no legal binding reason why you have to stay under \$25 other than that's what we promised the public.

STUTZMAN: Okay. So is the legal binding just that you can issue up to 172 million dollars worth of bonds over the next 10 years?

PTACEK: That's right. But again because of what was in, because of the commitment, because we were trying to keep this thing at a certain level or whatever else we are operating on the basis that \$25 per year is (indiscernible)

STUTZMAN: Okay. So you were trying to communicate that that's what the cost was going to be without going into the details of what was still existing and what was going to be new.

PTACEK: Because I think that would be very confusing. Remember too that we had just had, two years before, a lid lift. And I don't know how things are down in Olympia but our public has a hard time keeping straight lid lifts versus bond issues versus this versus that. And so



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we're trying to keep the information accurate and on point, again that this was not operating money but it was for capital needs for the library system over the next 10 years and the cost would be \$25 per \$300,000 household that would include, that's where you have the charts and the first part would be retiring the old bonds that existed from '88 and the gradual development of these new bonds. But not to a point to exceed \$25 per year.

STUTZMAN: Okay. If you go to the next page, library election. I believe this is the post card.

SMITH: We're turning the page. Hold on a second.

STUTZMAN: There's a picture of a child with a book open.

PTACEK: The picture's dark in our photocopy but yeah I remember the picture.

STUTZMAN: Okay. In the first paragraph the sentence ends with an italicized replacement funding is essential. What was the reason that that was highlighted with italics?

PTACEK: You know I'm not sure. I mean that would be a level of detail that I wouldn't normally be involved in. I may have had a chance to review the text but how it was placed and formatted wouldn't be my role.

STUTZMAN: Okay. In more than one place it says turn to us, the choices will surprise you.

PTACEK: That's part of what we, everything. I mean we've got that in our hallway. I've got that on my library card. I've got that everywhere. That's just part of the deal. That's, we actually went to a lot of work to develop that. I mean our branding effort which happened years ago really has to do with the logo, it has to do with that there's different themes that we use. There's different color palettes that



we use and its all kind of coordinated. And it makes a difference. We've actually gone through in all of the libraries in the King County Library System over the last five years have new outside signs and they all have that logo. And if I'm not mistaken they may have, many of them may have that phrase but it certainly is associated with the logo. This is just like seeing the union bug on something as far as we're concerned.

YOUNG: So it's on every publication?

PTACEK: Many of them, I wouldn't say that its on every of them but its on many of them. And like I say there certainly are library cards or whatever. That's a stock phrase and like I say its right in our hallway. We've got a big poster in our hallway of our service center and it says to turn to us the choices are yours. And that actually was a theme that we incorporated in a lot of our programs and activities and we've even used that one year as I think the theme for our budget hearings.

STUTZMAN: Okay. If you go on to the tri-fold, it's six pages. It starts with library election with the date under it.

PTACEK: Yeah.

STUTZMAN: Okay. If you go to the second page it starts with, there's a large bullet it says Dear Library Patron.

PTACEK: Okay.

STUTZMAN: Okay. Then after the first paragraph it says and we listened. Then the next one, two, three, four paragraphs, give information about what patrons told you. And why would you include that in a fact sheet? All of the information that their telling you about what they like about you.



PTACEK: Again I, you know, as I said earlier, the library's job is to stay relevant to the people that we serve. And we look at our, that relevance as having a relationship that transcends any particular election or anything else. So that kind of thing is something we would do, heck I do that in some of the things that I write as a matter of fact. You try to establish that relationship. But again I don't know that that was, that wasn't something that's significant to the overall purpose of educating people about this particular election but it is critical to establishing the fact that we have had a long and very positive relationship to the people that we serve. And I think that's just acknowledge, its just acknowledging the fact that there's been value on both sides. The public has found value, at least that's what we heard, and we value the public.

STUTZMAN: Okay. If you turn over to the next page...

PTACEK: Just to reiterate I think that needs to be looked at in the context of not just an election but an overall approach that we have to making sure that people are aware and are reminded of the fact that there is a relationship and that's our purpose in life. Again if the library doesn't serve any purpose in people's lives there's no reason for us to exist.

STUTZMAN: Okay. The next page there's a map up in the upper right part and on the left column it says sincerely KCLS Board of Trustees then there's the names of the 5 trustees.

PTACEK: Right.

STUTZMAN: The first one and the last one, and this ties in a little bit to a portion to Mr. Nedlick's claim that you were using the prestige of the judiciary to support passage of this ballot proposition. And it says



Judge Richard Eddy and then Judge Leroy McAuliffe. Is that standard for you to use their titles...

PTACEK: (indiscernible) I refer to them as judge.

STUTZMAN: Right. Is that standard when you use their names when say for example the minutes that you refer to them as judge?

PTACEK: Well I can't speak to everything that's written but we pretty typically do as a matter of fact. And again the purpose of that was to indicate that the board was aware. The folks who provided input on the different projects wanted to make sure that they were speaking directly to the board and this was in direct response to that. And these are the names that we typically, I mean Judge Eddy is Judge Eddy as far as I'm concerned. I would never call him anything other than, same thing for Judge McAuliffe and if we did, they'd let us know it.

YOUNG: What about...

PTACEK: By the way, before Judge Eddy became a member of the board, we did, he was very concerned about the ability of a judge to serve. We did research that and found that there were several, a couple of other judges serving on library boards. As a matter of fact the King County Library System has almost our founding member, Birdseye Story, was a judge here in King County. And across the country library boards are populated with judges. So he was very concerned and actually addressed that in his ratification hearing at King County Council.

YOUNG: Have you had trustees that were city councilmen or State Representatives or other elected officials outside a judicial capacity?



PTACEK: In the past yes. We've had city council members. I'm trying to think if we had anybody that's been in the legislature. Not that I am aware of recently. Of course one of our board members was John Spellman and he was Governor.

YOUNG: Did you ever refer to him as former Governor John Spellman and use is title at all or any of the city council members?

PTACEK: Well when John Spellman wasn't Governor, when he was on, it's like Jimmy Carter he worked his way up to Governor through the library board. So he wasn't Governor then.

YOUNG: And County Executive a little bit.

PTACEK: And County Executive right, right. But I think he was, and again this was before my time but I think that he was on the library board as part of his responsibility for the county as I understood it and then he obviously went on to governorship. And I wasn't here at the time but I know that folks are really proud of the fact that Governor Spellman was associated with the Library District.

YOUNG: Did you ever use a city council person's title when they signed anything or was listed as the board? Like if I was a Seattle City Council member and I was on the Board of Trustees would you say Kurt Young or would you say Seattle City Councilman Kurt Young?

PTACEK: We didn't, no, we've never, in my time other than having the judges on we've not had elected officials. We do have a city council member coming on the board in January, Lucy Krakowiak, from the City of Burien. Susan Churchill was on the library board in 1989 when I was hired but I think she had just finished being on the North Bend City Council.

YOUNG: So would you consider using that City of Burien's council person's title when they get on the board or has that been discussed at all?



PTACEK: It hasn't been discussed. I think it's their preference or whatever. We certainly got the indication from the judges that they preferred to be identified as judges. And we'll probably have that conversation with Ms. Krakowiak and find out how she would like to be referred to.

YOUNG: But it wasn't encouraged by you to have Judge Eddy or Judge McAuliffe use their title.

PTACEK: They're Superior Court Judges, you don't tell them what to do at all.

YOUNG: I understand, yeah. Although they do ask for advice how to file reports so we do help them out there.

PTACEK: I'm sure. And they're very, very conscience, that's why I find that whole part of the thing really interesting because I can't think of anybody that I've ever dealt with, I've been as I mentioned doing this for 30 years, who have been more conscience about what their roles were, what they could be, what they shouldn't be. They went and looked at the Judicial Code of Conduct and everything else to make sure that they were, we actually had our legal counsel at the time do some research on that. So again I don't think that, I feel very comfortable with the way in which we refer to them and their involvement on the board and the nature of that involvement.

YOUNG: Okay.

SMITH: And I would just interject one thing and invite you to consult your colleagues in the Attorney General's Office that when you're addressing a judge whether or not they're on the bench if you don't refer to them as judge or your honor many of them will be offended. It's not that they figure that that's a personal vestment but it's the



honor of the office that they're protecting and they appreciate being called judge even when they're not in a judicial setting.

YOUNG: Okay.

PTACEK: By the way, Judge Eddy is the Chief Presiding Judge of the Superior Court here in King County so he feels strongly about that.

YOUNG: Got it. Since you've been director in '89, were bookmarks being distributed and produced by the Library System when you came on board?

PTACEK: Bookmark were being distributed and produced by Library Districts that I've worked for since 1974. It's part of what libraries do.

YOUNG: Okay.

PTACEK: Bookmarks are probably one of the best ways to communicate with people and they seem to expect them to be in libraries.

YOUNG: And there wasn't anything special about including levy information on this versus other information and other bookmarks done in the past?

PTACEK: No. We've always included information about things that are going on in the library or whatever on bookmarks. It's standard practice. It's one of the ways in which we communicate to people.

YOUNG: Okay. On the mouse pad inserts, that seems to be kind of a new area. Can you maybe give us a little background on how that came to be?

PTACEK: As we mentioned earlier, the library has a real diverse, we serve a 1.2 million people. And especially in this area it's really diverse and one of the things through our research that we did years ago we found out that people use libraries in different ways. Some people use libraries only to use the computers. I mean they may never check out a book at all but they'll come in and use the computers



on a daily basis. Other people never come into the library at all. They just use the library's website and those are virtual users. We have 26 million hits a year on our website. And some of those people have never set foot, they may send their kids in to get their books on reserve or something like that. So we just have a lot of different ways in which people use the library and a lot, and so I think the mouse pad was taking basically the same message and being consistent but trying to find a way to communicate to all aspects of our community.

YOUNG: Do you know who might have came up with that idea? To come up with the mouse pad insert.

PTACEK: It may have come out of, again I don't know this for sure but it may have come out of the steering committee that we have, that we had looking at the information effort. It may have come out of a recommendation from the community.

YOUNG: How about with stickers. Has that been kind of a new endeavor or has that been something that's been going on since you've been involved with the library system going back a ways.

PTACEK: They're popular, they're really popular with kids and always have been. And we've used stickers to promote almost every summer reading program over the 15 years I've been here at the King County Library System and libraries I was with before that. The library card campaign had stickers associated with it. We use stickers to promote our story fest which was an annual story telling festival that we held at Bellevue for the last 5 years. And I could go on forever but I guess the long and the short of it is stickers are just a part of the way of life in a library.



YOUNG: And then how about video tapes? I know Julie kind of gave us a little bit of background into that, that there was videos or slide shows or things that have gone on for presentations. Since you've been there longer maybe you could give us a little background into what the library system maybe used in '89, '90 and where we're at today.

PTACEK: Well I can go even further back than that. We've used videos, but libraries have always used slide presentations. As a matter of fact when I was in Louisville Kentucky back in the '80's the American Library Association funded a process to develop a slideshow about libraries and about the importance of libraries that could be used as a general information piece. And I think that videos are just kind of a modern upgrade of that particular kind of technology. But again it's pretty standard practice. As a matter of fact I can just, I can still see that slideshow that we used to show it on a big old box and take it around to community groups and it was a great way to introduce the library to the community.

YOUNG: And so the videotape say for the '04 bond measure, that wasn't something just produced strictly for the bond measure?

PTACEK: Well I think that it's in keeping with the way in which we communicate to the public.

YOUNG: Okay.

PTACEK: I mean again, we had a lot of information to embark and this was one way that we packaged it which was pretty consistent with how we packaged other sets of information.

YOUNG: And you appear in pretty much most of, all of the videos or how does that work? Or is some segment from you?

PTACEK: I get a role.



YOUNG: Okay.

PTACEK: I get a role occasionally. I also, our foundation uses videos as well for different, you know to update people that are involved with the foundation and I get a smaller role in that.

YOUNG: Did the foundation do anything about the bond measure at all? Any type of video that you're aware of?

PTACEK: Not that, no. Not that I am aware of.

YOUNG: Okay.

PTACEK: There was a campaign that was separate from the information effort and I think I mentioned that in our phone call.

YOUNG: Yeah.

PTACEK: That was the thing that Blair Butterworth was involved with.

YOUNG: Right. And did you participate in that as well?

PTACEK: If I participated my, only on my own time.

YOUNG: And what types of things did you do for the, would that be the People for Libraries?

PTACEK: People for Libraries, right.

YOUNG: Okay. What types of things did you do on your own time of that group?

PTACEK: On Sunday morning I did, one Sunday morning I did yard signs along Bellevue Way from 8:00 in the morning until 11:00.

YOUNG: Did you attend any of their meetings or anything?

PTACEK: Again on my own time I did.

YOUNG: At those meetings did you like say okay here's what the library's planning on doing and then you guys need to do this type of thing or what was your role in that?



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PTACEK: Again, my role on my own time, personal involvement was to do whatever I could to help promote this and help people who wanted to promote it. If I was asked about what the library was doing about something I certainly would impart that information about what was involved in any of our activities to inform the public and educate the public. And again we were very, very careful because we know that the role of the campaign is to provide the advocacy and the role of the library was to provide the information and the education.

YOUNG: Okay.

STUTZMAN: As far as the postcard and the tri-fold, who was responsible for approving those?

PTACEK: Well ultimately it's my responsibility. Because it's a staff driven activity.

STUTZMAN: Okay. I understand from Julie that there was a committee that worked together on it?

PTACEK: Well we had a committee of people. The people that were involved in the information effort from the library again staff from different libraries around the system would come together and impart ideas and ways in which the information could be presented in an effective way. And as I mentioned earlier because we have such a diverse population and so many different ways in which people interface with the library, it would be impossible for any one individual to know at all 43 communities that we serve what's the best way to provide information that could be effectively imparted. So they had a committee, which is pretty by the way standard practice for the way we do a lot of things here in the King County Library System. We've a very participative organization, it requires a lot of input from different aspects of the organization.



STUTZMAN: Okay.

YOUNG: We had noted in the responses that there was a number of visits made to community groups and other organizations and the matrix indicted that a lot of these were ongoing back to 2000. Maybe since you've got the institutional knowledge has these outreach type efforts to the Rotary groups, the Kiwanis, those types of things has that been something going back a number of years?

PTACEK: Absolutely. As a matter of fact we try to get everybody involved in going to at least if at all possible on an annual basis to get to the Rotary groups. Not just to tell them about the library but we also try to, for instance one year one of our initiative was reading. And we really wanted to get people excited about reading. So we made it a point as a matter of fact to schedule some of our staff to go to as many Rotary's as they could get to, or myself or others. To just talk about different good books to read. Kind of what Nancy Pearl does for the, you may heard Nancy from Seattle Public Library.

YOUNG: Yeah.

PTACEK: Yeah well Nancy was kind of our model, our role model for that and we spent a lot of time getting out to community groups to just people excited about books and reading.

YOUNG: So these outreach efforts aren't strictly to inform them about the bond measure and obtain passage?

PTACEK: No. Absolutely not. I, I, I'm almost laughing at you question because that's such a small part of our, hopefully our impact on the community. I mean I just, and this is, as a matter of fact last week for the Bellevue Rotary I talked about the best books of 2004. And it got terrific response. So I mean, and again what I do is similar to



what a lot of our staff do and that they get out in front of these groups and that's the way we're promoting the library. It is, it's part of the job description of our folks to do that. And you know, again different levels of the organization. The manager of the library may address the local Rotary Group or the Kiwanis group but the Children's Librarian may address local PTA groups or other appropriate groups. We try to, Kathy and Pat, we do a lot of work with preschools. And so we do a lot of work with the forums in which the people that work in those preschools are educated. And that's a role for our children's librarians.

YOUNG: So I think you said earlier that you were on the board of the Rotary?

PTACEK: I was the past President of the Bellevue Rotary which is the second largest Rotary in the area. Next year I'm going to be the Assistant Governor of the district for Rotary.

YOUNG: So would you partner people up with like interests? Like I say you've been involved with the Rotary so would you select that you would do Rotary type organizations or is there, is it that detailed?

PTACEK: I think, would I do that?

YOUNG: Or the library system in general. I guess not you specifically.

PTACEK: We, we, by the way encourage that. We cover the membership dues for, I mean its been a long standing practice for the library system to pay for the membership dues of our staff who are involved in community groups be it the Chamber of Commerce, the Rotary or the Kiwanis. And it really depends too. The manager needs to assess what's the most important community group to be involved in. The reason I chose the Bellevue Rotary Club frankly was that it was the largest Rotary Club outside of Seattle and it



seemed to be the most influential and that's the place in which the library could have the greatest impact overall in the community that we serve. And we kind of take that model and ask all of our libraries to adopt a similar position and try to identify the group that they need to be involved with. It doesn't do any good for our libraries to have to stay inside the four walls.

YOUNG: Nope. I can understand that. Same thing with us. They like to get us out in the community to do training seminars so. Would these, who would have overall authority over, would that Julie who would be in charge of these outreach efforts or would it be under your direction and implemented through her or how does that work?

PTACEK: No. Actually its bigger that what Julie would be involved in. Excuse me I'm losing my voice here. It's part of the expectation of our staff that they do that. So their supervisor's would kind of look over that. The associate directors, we have an associate director for the North, the South and the middle section of King County, the libraries. And each man, the managers report to that associate director. And each library and each manager has a set of expectations. And part of those expectations are that they are involved in the community and that they need to describe back to their supervisor how it is that they're going to stay connected or become better connected in...

*Tape 1, side B*

YOUNG: Just went off the record to turn the tape to side B. Go ahead Bill.

PTACEK: Yeah. I just wanted to summarize my comments about staff involvement with community groups. It is an expectation and a responsibility throughout the organization. And given the fact that



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its an overall expectation of folks throughout the organization it is my responsibility. I am the one that's responsible to make sure that that happens.

YOUNG: Okay. I appreciate that. After the failed measure in 2003, was there any directive from you or the board to step up these outreach efforts, to do more organizations, to participate more with their meetings?

PTACEK: No. Absolutely not. I think it was just, those relationship, they should have already existed. People should have already been involved and there was no sense in, why would we do that. I mean for something as temporal as an election as opposed to, again remember that the goal here is an overall long term relationship with the community that we serve. And so those relationships should be in place. They should be active long before the 2004 or the 2003 or the 2002 elections would come up.

YOUNG: And these groups that have been ongoing, did the library system reach out to them for participation? Did they reach out to you? I know its kind of been a back and forth type effort.

PTACEK: I'd say back and forth is probably the best way to describe it. But again, a lot of people wanted to know what's this about. Who can come and explain what's going on with the library system.

YOUNG: Okay.

PTACEK: And so as newspaper reports came out that the library board had voted to put something on the ballot for instance if somebody was a member of the local Rotary Club, the local Rotary Club may ask them could you please explain to us or have somebody come to explain to us what's going on.



STUTZMAN: Bill how many people would you estimate from each library are involved in community groups?

PTACEK: Well I, and I hope I'm good to say this, I expected every manager of all 43 of our libraries is involved with at least one group and probably more. And then I would hope that number of staff. Obviously we're not going to fund everybody to become Rotary members but a number of the staff, especially the professional staff would be involved in different organizations in the community. So of our professional staff which may be something in the neighborhood of 400 employees, I would expect that most of those folks are involved to some extent in some community group. For instance our, one of our associate directors is on the board of Youth Eastside Services. We've got children's librarians who are again involved in local PTA's. We've got, or multi-service centers or whatever they're called these days, we've got a number of staff who are involved in that kind of activity. Social service organizations are umbrella groups. I think they're called Hopelink right now in parts of King County.

YOUNG: Okay.

STUTZMAN: And would you, would the library system pay for just the managers dues?

PTACEK: We would pay, depending on the individual we would cover not just the managers but if was important for somebody else in the organization to be a part of something we would cover those dues.

STUTZMAN: Okay.

PTACEK: And we've got that budgeted. That's part of our budget. And we talk about that every year in our budget hearings about staff or the level



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of support that we provide for staff to be involved in the community and to continue that involvement.

YOUNG: How about with regard to the public liaison position that you talked about for the ballot measure and you'd been on some other public initiatives undertaken by the library system. We go back to 2000 again on the matrix, had this been a position that had been around prior to that as well?

PTACEK: We've always used, in fact as large as an organization as we are and again, we try to make sure that we have involvement from all levels. One of the things we've come to learn is that its good to have a member of the staff from someplace inside the organization to kind of be the champion of that. We've used it for different pilot projects. For instance we've used it for self, initiation of self checkout process. We've had a champion for that. We've had a champion for the 2003 bond issue. We've had, we've got, we've changed some of our reference services, the way we're providing reference services and so we've got somebody who has been the champion or the point person from that who is an assistant manager at one of our libraries. I could go on forever but basically it's a standard operating procedure for us to identify somebody from within the organization to take on that role as liaison and to give them relief time from their normal duties so that they could be involved in those activities.

YOUNG: Now would they volunteer? Would they interview? Would they be recruited? How would that person get picked?

PTACEK: It depends. I mean over the years I mean they're different. Sometimes people have been identified and asked to do it. Other times, obviously if somebody didn't want to do it we wouldn't make



them do it. But sometimes we thought this is an opinion leader who would be a good person to champion this project or that project you know so they would demonstrate some really good communication skills and be looking for a way to distinguish themselves for promotional opportunities so if they appeared to be ambitious or whatever, and we've also used the process where people could apply and be interviewed. So we used all sorts of different ways to do it.

YOUNG: How did Nancy get selected?

PTACEK: I don't remember. As I'm answering your other, your earlier question I'm trying to recollect whether or not Nancy was somebody who applied for the position or if she was selected. I know that Nancy is an ambitious person and that she had demonstrated an interest in community kinds of activities. But I don't remember whether or not she was a, there were, again I just don't recollect whether or not she was the only person or there were other people that were considered for that and interviewed for it. But it could have been either way.

YOUNG: Okay. Was it a criteria that she would be involved with the People for Libraries campaign at all that influenced that decision or?

PTACEK: No, again that's a, that's separate from anything that the library would do. I mean we would preclude her doing that on her own time if she chose to do that but, you know.

YOUNG: No requirement or pressure from you to participate?

PTACEK: Absolutely not.

YOUNG: Okay.



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PTACEK: No. That would, again, those things we're very very aware of and we wouldn't do that.

YOUNG: Okay.

PTACEK: And again her role was to be, information and to be the contact. A lot of our staff minded good to have a face with something and be able to contact somebody for information. So she needed to be available to do that.

YOUNG: And how about with editorial board visits prior to Julie coming on and you're being on since '89. Had that been something that had already been in place when you came aboard?

PTACEK: Oh absolutely. As a matter of fact our offices used to be over, if you're familiar with Seattle we used to be about two or three blocks away from the Seattle Times offices.

YOUNG: Oh right. Okay.

PTACEK: Actually Vulcan, Paul Allen's group bought our old service center.

YOUNG: Okay.

PTACEK: I used to walk over, I can recall at least three different times going over to the Seattle Times editorial board meeting with Jim Vesley over there to talk about what the library system was trying to do. I think it was 1992 that we were the subject of an editorial saying that we were one of the organizations to watch out for. Again it came from a general section. I think it was almost on an annual basis that we would meet with editorial boards.

YOUNG: Did you met with editorial boards when you were in Louisville?

PTACEK: I did.

YOUNG: And that's a...

PTACEK: It's a standard practice although I'll tell ya it's changing because more now you're invited to meet with them rather than you trying to



get in there. We thought it was really important, as a matter of fact Jeannie Thorson set up when I first came to King County one of the first things she tried set up a session with me with the editorial board over at the Times and the PI. And they used to accept those kinds of things and any more I think that they invite people.

YOUNG:

Good. I appreciate all of that information there. Maybe you could go into a little bit into one of Mr. Nedlick's allegations. We've addressed the majority of them but he was talking about the book sales and the surplus books and those being surplus and sold and that the proceeds were used to assist the People for Libraries campaign and I know you've addressed a lot of it but I know we also had a discussion prior to us getting the response that we talked about it a little bit. Maybe you could give us a little background into that.

PTACEK:

Actually I'm kind of laughing here because I recently had an incident with the, with Jeannie Thorson who is now the director of the foundation and we changed the process for this coming year about how many extensive weeding project we would take on. And she was very concerned that that would change the amount of money that would be generated from the book sales. But that she was concerned that she had absolutely no idea that that was going on and she had already passed her budget. Which means to say there's absolutely no connection between the level of weeding that goes on in our libraries and any need for revenue. We just found frankly that this was the most efficient way to deal with these surplus items. And the foundation was a convenient way to do that. As a matter of fact it's a process that we worked out with the



State Auditor at great length. And to say that the election, that these books were, that the weeding of the books was accelerated for the election a, that is preposterous because we would absolutely, there was no connection. And b the amount of money that these book sales generate or the sales of these books is so small compared to the overall operation of our foundation. I mean last year the foundation funded \$850,000 of privately raised money to open up our Southcenter outlet. So I think that there's absolutely no basis. And frankly I mean we do a lot of weeding because we believe that that's an important way in which the library system can stay relevant and make sure that the collections are very good. And our goal is to reduce the average age, and this is a stated goal and its been talked about at great length in our budget process, is to reduce the average age of the collection and to increase the turnover rate. All of which means that the way you do that is buy lots of good materials and also weed out the stuff that isn't being used.

YOUNG: So if people aren't checking out a particular book and there's numerous editions, that may be slated for a sale or a reduction of the inventory of that book?

PTACEK: We look at the shelf space in the library system as very valuable space. And so we have a very extensive weeding program and have had and that's been one of the major goals of our collection management services department. And the level of weeding has very little to do with anything other than the fact that the best way to present the collections to the public is to make sure that when they're roaming through the shelves they find up to date and current information. And that's our goal. You know, this phrase I



use all over, I've been using it for years so I'll just tell you guys, we add 10 million dollars worth of materials every year and our shelves are already full. That means we've got to take 10 million dollars worth of stuff off of the shelves every year in order to have room.

YOUNG: And so you don't sell all of those, is there a warehouse that they might store in as well?

PTACEK: We have two things, if the book comes off the shelf, if a book looks like something we may eventually want to use or somebody, there may be some use and its somewhat rare or whatever else we have a place down at our service center. We have compact shelving and we keep it there. But if its something that's pretty pedestrian and doesn't look like its going to be necessary or maintain or it isn't covered by some electronic resources then we'll surplus it to the foundation and they sell it through Amazon.

YOUNG: Okay.

PTACEK: And prior to that we would take all of those things and keep them in a warehouse and then twice a year we would have book sales that our Friends of the Library were involved in.

YOUNG: Okay.

PTACEK: We stopped doing that a couple of years ago.

YOUNG: Well I think that about wraps it up on our end. Phil did you have any other questions?

STUTZMAN: Nope.

YOUNG: Bill I didn't know if you had anything you wanted to clarify for the record or add to your statement.

PTACEK: Well I think of all of the stuff, all of the written materials that you've received from us and I think our extensive conversations here I



think there's really not much more we can say. Other than the fact again that the reason we came to the Public Disclosure Commission when you guys were looking at your guidelines we're really proud of what we did and feel that we were very cogniscent of the importance of maintaining a distance between information and advocacy. And hope we did a good job with that and we were aware that Mr. Nedlick was out there and he certainly was, made himself aware through the voter pamphlet and also coming to our board meetings so in a way we're really happy to have the opportunity to clarify the whole situation.

YOUNG: Okay. We appreciate you making time available today for both you and Julie and also the volume of information we got on a really short turnaround. I know that this time of the year its often hard just to sometimes get a body to do something much less provide all of that information. So we do appreciate that.

PTACEK: Thanks guys. I owe Julie big time now.

YOUNG: You guys can work that one out. I guess with that I'll go ahead and conclude the interview of Bill Ptacek at 2:47 on December 27<sup>th</sup>.



**PDC Interview of Julie Wallace**  
**by Kurt Young**

***December 27, 2004***

Olympia, Washington

*Tape 1, side A*

YOUNG: This is the Public Disclosure Commission recorded statement of Julie Wallace in PDC Case #05-125. The time is now 11:38. The date is December 27, 2004. I am Kurt Young with the Public Disclosure Commission staff. Also present is Phil Stutzman, the PDC Director of Compliance. This statement is being recorded at the Public Disclosure Commission offices in Olympia. 711 Capitol Way, Room 206, Olympia, Washington 98504. The interview is being recorded via telephone conference. Mr. Steven Smith is from, was it Preston, Gates and Ellis?

SMITH: Correct.

YOUNG: Is also present and acting as legal counsel for Ms. Wallace and the King County Library System. And at this time Mr. Stutzman will administer the oath.

STUTZMAN: Hi. Ms. Wallace would you raise your right hand please?

WALLACE: Yes.

STUTZMAN: Okay. Do you swear or affirm that the tes, that the answers you will give today will be the truth, the whole truth and nothing but the truth?

WALLACE: Yes.

STUTZMAN: Thank you.

YOUNG: Just a couple of opening questions. Is it okay if I call you Julie?

WALLACE: Yes, that's fine.

YOUNG: Okay. And Julie, you understand this statements being recorded?

WALLACE: Yes.



YOUNG: And for the record can you state your full name and last and spell that for the record?

WALLACE: Julie J-U-L-I-E Wallace W-A-L-L-A-C-E

YOUNG: And can you identify a work address and phone number for the record as well?

WALLACE: 960 Newport Way NW, Issaquah Washington 98056.

YOUNG: And how long have you been employed with the King County Rural Library System?

WALLACE: Since March of 2000.

YOUNG: And have you served in the same capacity as Community Relations and Graphics Manager or has there been some change over the years?

WALLACE: No, it's the same capacity.

YOUNG: And prior to that, did you have some, what was your employment history? Maybe just going back a few years.

WALLACE: I was the Vice President of Marketing at the United Way of Snohomish County four years prior to that and then 3 years prior to that I was the Manager of Marketing at the United Way of Thurston County.

YOUNG: How about any public agency experience other than the United Way there?

WALLACE: No.

YOUNG: Okay. So the King County Rural Library System was your first endeavor into the public sector?

WALLACE: Yes.

YOUNG: Okay. Getting to some of the specifics, I know you said you got there in 2000, with regards to visiting other governmental agencies,



did the King County Library System make visits to city's and school district's prior to your coming on board?

WALLACE: Visits to school districts, governmental agencies, outreach to the community has always been a huge part of the King County Library System's normal and regular business. We provide outreach to 18 school districts so it's always been something that's been a normal part of our business.

YOUNG: So that was in place prior to your coming on board as well?

WALLACE: I'd say it's been in place since 1942.

YOUNG: Okay. Perfect. And has, how would you characterize, is it fair to say that the King County Library System has an ongoing relationship with school districts?

WALLACE: A great majority of our work in the support of kids and their education. And we have always had a very strong relationship with, like I said, the 18 school districts that we serve. Our librarians regularly go out and visit with classrooms and school assemblies and PTA's and basically all sorts of groups associated with the schools. All to work closely with teachers and parents to help kids be successful in their school work.

YOUNG: And has, it is your understanding that that was a similar practice going back to before you got there? The visiting of school districts.

WALLACE: Oh absolutely. As far as I know it's always been a part of our business.

YOUNG: Has it increased more since your coming on board?

WALLACE: I wouldn't say that it's increased any more. I know in the, prior to me arriving here an initiative with schools and the support of kids' education was passed by the board. And so that work began well before I arrived.



YOUNG: Is it a two way information flow between the two? Do they call you to ask to do presentations, do you call them and say we might do presentations or how does that work?

WALLACE: Probably, it's probably both ways. I know we get numerous requests to come out and talk about the library and the resources and services that we provide. And when we have something that we know that would be of interest to them that would help enhance student's learning then we have that same communication back. So we have, it's a two way communication that we have with the school district.

YOUNG: Would the library system contact the school district's about making a presentation to the board about endorsing a, say the 2004 bond measure?

WALLACE: At no time did we contact them about endorsing our bond measure. We contacted them about providing factual information about the bond measure and we also got requests from them to come out and present the factual information so that they could understand what the bond was about.

YOUNG: Did they adopt a resolution about the bond? Maybe that's a fairer questions.

WALLACE: I don't really quite understand.

YOUNG: Well like a school district can adopt a resolution to place a maintenance and operation levy on board for their purpose. And they can also adopt a resolution in support of, maybe a statewide initiative. I don't know, did, if they endor, adopted a resolution about the King County Library System September ballot...

SMITH: Are you talking about any particular school district?



YOUNG: Correct. Yeah.

SMITH: If you know.

WALLACE: Okay. Well I do know that some school districts did pass resolutions in support of it but that was done independently from, you know, from our presentation to them. And in some instances I believe there were some where we didn't even make a presentation to them. So their decision to pass the resolution was not, was not part of our presentation to them. We did not make a request that they endorse it or do anything of that nature.

YOUNG: Okay. I could have asked that a little bit more cogently, sorry. How about for the city's, has that been an ongoing effort before you arrived as well?

WALLACE: Yes. Well I'm sure if you had a chance to look at that attachment that was included in our December 16<sup>th</sup> or December 23<sup>rd</sup> response, as you can see from that I believe it was about 172 pages of the monthly director's reports where its reported to the board all of the ongoing, regular communications, discussions, meeting with all of the different cities and councils and that sort of thing. And that certainly goes way, way back in time as, well before just what we showed you from 2000 on.

YOUNG: Is it, would communication with the cities be limited to cities in which you have regional libraries or would it be just any community within King County excluding Seattle?

WALLACE: Well our library system encompasses everything but the City of Seattle, Enumclaw, Huntspoint and Europoint. So we have regular communication with the cities in which we provide library service.

YOUNG: And was it you who made the presentations to the district and the cities or, I noticed your name was on some of them I believe.



WALLACE: No my name was not, I don't believe my name was on any of those. (Indiscernible) as well as some other individuals which I don't know off the top of my head, made those presentations. I believe it was Bill and some of the associate directors.

YOUNG: I do see that now, I apologize about that. Jennifer Wiseman I see had been at a couple but not yourself then.

WALLACE: Correct.

YOUNG: Did they show the video at all of these or do you know?

WALLACE: I believe it was shown when requested.

YOUNG: Did you put together the packets of information to take to these events or did your organize or?

WALLACE: Well the information that was taken to any of the presentations was print materials that we had prepared, the video if they requested that, otherwise that was pretty much it in terms of any sort of materials that were taken out there. We put together special packets or anything like that. It was the same materials that we had available to the public.

YOUNG: Talking about the materials now and starting with the brochures and flyers, for the 2004 bond election, who developed and wrote the information for the flyers and brochures?

WALLACE: We, well first of all we hired a consultant, the Metropolitan Group, to help us develop and start, develop the messaging for the print materials based on all of the feedback and facts that had to go into the informational pieces. We had an internal planning group here that actually worked on preparing all of the content for the print pieces keeping that same consistency in all of the materials.



YOUNG: How were the photos chosen for inclusion into this and where were they obtained from?

WALLACE: The photos were from our stock photography library that we have. We have an in-house print shop here at the library system so we have a very expensive photography library that we use for everything whether it's a calendar or a poster for a specific library event or whatever. So the photos were from our existing library.

YOUNG: Was there any discussion about we need to have one with a lot of kids in it and some seniors and a disabled person? I mean was there a selection process to choose these specific photos for emotional appeal on this measure?

WALLACE: Nothing any different than we normally do. We serve such a diverse group of people whether its age, ethnicity, socioeconomic level, whatever it might be so with any of our print materials if you look at them you see the same thing. We did not particularly call out any photos that we thought would resonate with a particular group.

YOUNG: Was there any discussion that maybe we put in too many photos to make it more like a brochure than an informational piece?

WALLACE: I'm sorry, could you state that again?

YOUNG: Was there any discussions amongst your staff or the board or the, anybody else that maybe we've got too many photos included here so it looks more like a campaign piece than say an informational piece?

WALLACE: No. There was no such discussion at all. I mean again it was all in keeping with what we normally do.

YOUNG: So for say the 2002 Library Choices Initiative, you would have used similar types of photos in those publications?



WALLACE: Yes. In Library Choices or any of our other materials that we produce for really anything.

YOUNG: And I noticed that you've given us a pretty extensive QuickBooks or excel summary of expenditures. And obviously you do a lot of publications. The question is is the content for those publications similar to the content for the bond measures?

WALLACE: I'm not, I don't understand what you're asking.

YOUNG: Well since we didn't get a copy of all of the, the other things you sent out I guess we're just trying to get some clarification on the record that this is a similar type of information and content that would be in a mailer or publication that didn't talk about the bond.

WALLACE: Oh yes. Absolutely. It's all very similar.

YOUNG: Who had the final approval for the content of the 2004 publications?

WALLACE: The 2004 publications...

YOUNG: For the bond, I'm sorry. Just for the bond.

WALLACE: Yes. I wondered if that's what you were referring to. It was, it went before the internal committee that developed the materials. Our administrative planning team reviewed it. Our board saw it before it went out. I wouldn't say that there was anyone that gave it a final approval as in signing off on it. We, with all materials that we do, we route it past the people that need to have a look at it that can make suggestions, edits or whatever. And then once we kind of pass materials through that process, and truthfully it's more of a proofing process than anything, then the materials are produced. So with all of our materials its not that anybody has a final sign off on anything.



YOUNG: With regard to some of the content of the, I don't know what the difference between the brochure or the flyer was, I assume the flyer was a little shorter maybe?

WALLACE: Well I guess what you're referring to when you say flyer was just a one sheet at each library that just said exactly what was in the plan for that specific library. Like Burien would get a new 2,000 square foot library, just the facts on what was included in the plan.

YOUNG: Did you bring that copy of Mr. Nedlick's complaint?

WALLACE: Yes.

YOUNG: Maybe you could just go through the attached exhibits and identify which ones the brochure, which ones a flyer. I think we got the bookmark, but that would just be helpful for the record.

WALLACE: Okay. The first is, right, is the front cover of the bookmark and then the backside of the bookmark.

YOUNG: Okay.

WALLACE: And then the next was the mousepad insert. The next two pages were the front and back of the postcard that was mailed to all households. And then the next one, two, three, the next six pages then were copies of, it was a tri fold brochure. So it was six tri folds within that brochure of information.

YOUNG: Okay. Great.

STUTZMAN: How was the tri fold, this is Phil, how was the tri fold distributed?

WALLACE: The tri fold brochure was placed in the areas in our library where we provide information. So we have brochure holders, they were stuck in there next to all of the other brochures that we provide.

YOUNG: And was this separated from the tables set up in libraries for citizens and candidates and other things to bring in information about their campaigns that libraries typically display?



WALLACE: I'm not aware of how libraries had it set up within their areas. There's a designated area for any sort of information like this. So my assumption would be that it would have been in its own holder and much like anybody else's information that had come in there would have been in its own holder.

YOUNG: And so did the Metro Group design the brochure, I mean the tri fold brochure or how did?

WALLACE: Yes, they did the layout and the design of the piece.

YOUNG: And then did you and Bill work on the text?

WALLACE: No, the internal committee that I referenced earlier, we prepared the text along with the Metropolitan Group.

YOUNG: And who all would be represented on that internal committee?

WALLACE: Well there was, I can't recall all of their names of the top of my head but it was probably about 13 or 14 staff from across the library system.

YOUNG: And that would be the same for the postcard and the bookmark as well? The same committee?

WALLACE: Yes.

STUTZMAN: Was there one person who would be the lead, I guess the lead person of that committee?

WALLACE: Yes, I was the lead.

STUTZMAN: Okay. Was Mr. Ptacek on that committee?

WALLACE: No. He was not.

STUTZMAN: Okay.

YOUNG: Maybe if we could just go through the content of each publication kind of briefly. With regard to the bookmark, since that was the first



one that was listed in Mr. Nedlick's exhibit here. Do you know how many bookmarks you printed for 2004?

WALLACE: For the bond right?

YOUNG: Correct, I'm sorry, yeah.

WALLACE: Because we do lots of bookmarks. Well I didn't bring in my list of quantities but I believe it was probably somewhere around 60,000. All of the materials that we produced were in line with other quantities that we produced for anything else. So I'm just trying to recall off the top of my head but generally I believe the bookmark, generally we tend to print about 60,000.

YOUNG: And since this bond measure ended in, was on the ballot in September, did you print another copy for 2004 that maybe had an additional set of facts or did you continue to distribute that?

WALLACE: I'm not clear what you're asking.

YOUNG: Well since, I guess did you, this bookmark talks about the September 14<sup>th</sup> ballot measure, did you continue distributing it until they were gone or did you have a second bookmark for 2004 that you handed out that didn't talk about the bond on it for, say right now if you were handing out bookmarks.

WALLACE: Oh gosh, we produce probably, in a year's time we probably produce a variety of 30 to 50 different types of bookmarks. So we produce them, we send them out to the libraries, we never recall them back and replace them with something else. I mean there's a constant influx of bookmarks. So at the time that this bookmark was out there there was numerous other bookmarks out there as well.

YOUNG: That was my question. Thank you. And under the first two bullets, is that the normal type of information that would be included on the



bookmarks? The did you know type stuff about the students and educators and?

WALLACE: Yes. In all of our print materials and not just for this effort but anything that we do, we generally tend to have some bullets about facts about the library system.

YOUNG: And you would also include photographs of library patrons or other file photos that you have on those library bookmarks?

WALLACE: Yes.

YOUNG: And there would be a photo on pretty much every bookmark or maybe a theme or something?

WALLACE: Yeah. It just depends on what the bookmark is for. But we, if you look at any of our monthly calendars, our monthly posters, any of those things you'll see that we heavily use photographs in all of the things that we do.

YOUNG: And did the committee, do they also pick the photographs that are on there as well as review the content or language?

WALLACE: You know, we put the photographs into the layout and they didn't really comment on it either one way or the other. There wasn't any particular discussion around the photographs. Again because all of the photographs were in keeping with what they normally see in our print materials. So it wasn't a topic of discussion.

YOUNG: In that third bullet down there, the second sentence and specifically the last phrase that talks about the average of \$25.00 a year that the bond will cost, or the cost of one book. Do you know how, can you explain how that phrase got included and was there any discussions about it?

WALLACE: Particularly about the \$25.00 per year?



YOUNG: The cost of one book is, would be more our concern.

WALLACE: Okay. Well I guess first off we always base our, our, what's the word I'm looking for, our comparison on an owner of a \$300,000 home because with the entire county that we serve certainly there's people that have \$500,000 homes and then there's people with \$200,000 homes so we've just sort of always used \$300,000 as our target. And so the \$25 just happened to come out in the calculations for what I would cost someone who owned a \$300,000 home. And when we were in discussions with the community following the 2003 bond measure that we attempted everyone kept saying that really what we're talking about is the same as the cost of one book. And so we kept hearing feedback that that was a comparison that people easily understood for whatever reason. So that was really the discussion about how we ended up incorporating the \$25. Comparing it to the cost of one book.

YOUNG: Was there any discussion that by including that phrase you were diminishing the amount paid by the property holder?

WALLACE: No we didn't have any discussion like that.

YOUNG: And any discussions that maybe that phrase might be promotional?

WALLACE: Again no one really commented that it was trying to promote it one way or the other. It was really just a comparison that \$25 is the average cost of a hard cover book.

YOUNG: Do you use that comparison in other publications not about a bond?

WALLACE: Nothing comes to mind. We would have, I mean I'm sure we've used that the average cost of a book is \$25 but nothing's coming to mind where we've used that specifically.

YOUNG: Did you use that in the '03 bond publications?



WALLACE: No I believe we did not.

YOUNG: Okay.

SMITH: I think she said just a minute ago that this came up as a product of people complaining about the 2003 communications and it was instituted as a comparison that people could understand.

YOUNG: I thought she said that too but I was just confirming and being, since I only have a narrow timeframe I may ask some questions twice to make sure I have all of the information I need. So if I do that I do apologize. So thank you Steven for pointing that out.

WALLACE: It also didn't come up in the 2003 because the bond was a different amount so it wasn't even a number that would have compared to the cost of an average book. Or it didn't even come up.

YOUNG: Okay.

WALLACE: It was a totally different number. It was much lower.

YOUNG: The page that had the mouse pad and the mouse pad insert, can you explain, I know what a mouse pad is but what's a mouse pad insert?

WALLACE: Well we have in all of our libraries mouse pads where you can lift up the top of them and insert a sheet of paper. And so we've had these mouse pads where, and you know we've used them for several years now where you can just change out the information. So whether it was, we put in information about our big storyfest international or any changes in the computer system, I mean it was just a normal vehicle of communication. And so we created these mouse pad inserts just like we would have for other things.

YOUNG: Do you know how many you produced?

WALLACE: The actual inserts?



YOUNG: Yes.

WALLACE: I believe that we have somewhere in the neighborhood of 2,000 pc's out in our libraries. So we would have produced one per computer.

YOUNG: You didn't produce an actual mouse pad then that had this information on it?

WALLACE: No.

YOUNG: Okay. And they weren't distributed any other way, like given out in the schools or?

WALLACE: No.

YOUNG: Okay. So this was strictly only for inside the libraries at the computer workstations where there's a computer?

WALLACE: Right. Exactly.

YOUNG: Okay. And are there other types of mouse pad inserts that are used besides just the bond measure?

WALLACE: Oh yes. We regularly change them out with information. Some of the libraries put there monthly calendar, classes and programs and such in them. Like I said we've used them to raise awareness around other library programs. Whether its storyfest international or summer reading program or, we recently changed our library catalog so we used them for that as well. It's just again a regular way that we provide information to people. Because a lot of it, we have users that come to our library just to use the computer. They don't necessarily come in to browse the books and magazines and all of the other resources. The come in just to use the computer. And so we use the mouse pad inserts as a way to communicate with those people that come in primarily just to use the computer stations.



YOUNG: And those inserts are going, are they going to be continued in 2005?

WALLACE: Well all of the mouse pads are there and they already are being used with different information.

YOUNG: And is it, say its non bond related information you send out, is it library specific or region specific or is it 2,000 that you send out every time?

WALLACE: I'm sorry, could you say that question again?

YOUNG: Well you said you had about 2,000 pc's in the libraries and I didn't know if you sent out, every time you did a mouse pad insert was it 2,000 that you printed or did you maybe have a certain regional library that you might have a separate message for for the mouse pad inserts?

WALLACE: It just kind of depends on like if Bellevue Regional Library has a special author that's coming in to do a program, a well known author than they might have a different insert than say the Kirkland library or such. So they vary. But they all use the mouse pads. They all regularly insert different information. It just kind of depends by library.

YOUNG: Okay. I noticed that you used the average of \$25 but you didn't say less than the cost of a book in this one. Was there a decision why that wasn't included?

WALLACE: It was probably just space to tell you the truth.

YOUNG: Okay. That's, I think Phil's got one question.

STUTZMAN: On the library mouse pad insert, part of Mr. Nedlick's complaint was that the bonds were duplicating existing bonds at least in part because they don't expire until 2011, there was about 7 years left



on the bonds. And it states here 172 million capital bond to replace the expiring 1988 bond. Why did you not state, why didn't you state when they would expire?

WALLACE: Well again its, on the mouse pad we obviously couldn't put all of the information. If you look at the other print materials and the information on the website that first of all we describe it as soon to expire. And also we had a chart that was also on the website that showed exactly when the '88 bonds were to retire and how they dwindled down. The new bonds would pick up. So we spent a lot of time trying to educate people about that point. And at no time did we try to infer or state that they were expiring in 2004 or anything like that. We were very up front about the time frame in which they would be expiring.

STUTZMAN: Okay. Is there a reason you did not indicate the date on any of the, on the mouse pad insert?

WALLACE: I really, again it was just a space issue. We couldn't put all of the information on the mouse pad. And it was enough information in the brochure and on the website that explained that so the mouse pad insert was not necessarily a tool where we could have provided all of that detailed information.

STUTZMAN: Okay.

YOUNG: Turning to the postcard. Just a couple of questions on that. I noticed that you had distributed, in your response, a postcard it looked like district wide in...

WALLACE: Library Choices?

YOUNG: Yeah. That would be the one. Thank you.

WALLACE: Yes.



YOUNG: A lot of information I've been going through in kind of a short amount of time so bear with me on this if you can. I'm just getting the response here to get all of my information concise. For the Library Choices it got mailed to a little smaller population but still all box holders or was it households?

WALLACE: Households.

YOUNG: Households. So this would be, you don't do a postcard for every initiative is that accurate?

WALLACE: Well we do postcards for anything that has, how would you put it, like another example is in I think it as 2002 as well, we did a postcard mailing to all households around our new internet filtering choice that we were providing for parents. So we regularly do postcard mailing on something whether, like the internet filtering or Library Choices where we want to inform and educate our public. Knowing that they're not necessarily going to find the information coming into the library or may not encounter it elsewhere. But it's something of importance to them.

YOUNG: Got it. I found the page I was looking here, sorry. It said you also said you did a postcard for Library Choices but that was in 2003? Was that at all for the bond measure, was it...

WALLACE: For 2003? We didn't do a postcard for the 2003 bond measure.

YOUNG: Well it says the Library Choices postcard for 2003 and was that an effort that continued? I know the response had indicated it started in '02. Was that an ongoing effort and maybe a postcard mailed about the Library Choices or was it maybe mailed in 2002 and it's a typo I guess was my only question.



**WALLACE:** You know, I think it should have been 2002 because the Library Choices postcard was a postcard that went out to invite the public to come in and talk with us and to participate in the community forum.

**YOUNG:** Okay. For the '04 postcard, just touching on Phil's point, you went into a little more detail that the bonds expire but you use some language like it will soon expire and will replace the expiring 1988 bonds but again no reference to is it going to be a 10 million bond every year till 2011 or? I also noticed that that kind of detail wasn't in the tri-fold brochure. I know we had the exhibit A that you had for the bond cost that you said was posted on the website. Was there any reason to not include it in either the postcard or the tri-fold?

**WALLACE:** Well from past experiences and not just election related information, but other information, we have heard a lot from our public that we tend to try to put too much information into our print pieces. And that it's sufficient for them to have it referenced and then to refer people to either the website or to call a telephone number to talk to somebody to seek more information. So we were mindful of trying not to overload all of our print pieces with too much text and too much information keeping that in mind that people told us that they wanted to get the basic facts and that they would be willing to go to the website for more in depth detail on some of the points. And that really was the strategy behind the message on the postcard.

**YOUNG:** Was there any discussion about if we got into that detail that we might confuse people or?

**WALLACE:** No. Not at all. The only discussion that we had was putting the web address on there and the phone number. And we did receive



phone calls from people that wanted more clarification and that's exactly what we did and we referred them to the website where they could look at the chart and see the more detailed information.

YOUNG: And the phone number listed on the bottom there is one and the 3228 extension for fact is that a recorded message?

WALLACE: Yes. That's just a recorded message.

YOUNG: Did it have information about the bond on there or was it...

WALLACE: No it just had, I don't remember the exact recording that we had on there but it said thank you for calling the King County Library System please leave your name and number. It was just kind of your basic kind of message.

YOUNG: And did you monitor that or does one of your staff person's?

WALLACE: Actually that was monitor by Nancy Hankle who was the staff liaison.

YOUNG: And we'll have some questions about her role in a little bit. How about the 369-3275 number?

WALLACE: Yes that is one of my staff member's and my department. And that is our regular public information number that is on all printed pieces for the library system.

YOUNG: Okay. Back up on the postcard at the end of the first paragraph it's got the phrase "replacement funding is essential" did the use of that phrase cause anybody in the committee any pause or concerns?

SMITH: Let me interrupt here.

YOUNG: Okay.

SMITH: You've taken that out of context. The first part of that says to meet a variety of things including community needs, library system and



appropriate facilities it's essential. It's only essential for those purposes.

YOUNG: Right but they chose to italicize that as opposed to using the regular text so obviously there was, it appears to me somebody made a decision to draw the readers attention to that phrase and I'm just asking was there any discussion about that specific phrase or why it was italicized I guess.

WALLACE: No. I don't recall any specific conversation about why we italicized that.

YOUNG: Okay. And then it's got the, it looks like I don't know if that's your slogan or phrase "turn to us the choices will surprise you." Is that a phrase used in other publications?

WALLACE: That is our tag line that is used on every single piece for the library system as is also the web address.

YOUNG: And do you know how long that phrase has been in use?

WALLACE: Yes. Since 2000.

YOUNG: Did that come out of the library card campaign?

WALLACE: It came out of the branding process that we went through.

YOUNG: Okay. And that was from Gervin Inc.?

WALLACE: Yes.

YOUNG: Did they develop that or was that a staff developed phrase?

WALLACE: Well we hired Gervin as consultants for that process just like many other things. And just like with the bond we had an internal steering committee that worked with them. So it was collaborative. A collaborative process.

YOUNG: Okay. And it's on all publications that are put out?

WALLACE: Yes.



YOUNG: Okay. And then with the tri-fold brochure, do you know how many of these were produced to put on the, I think you said the racks or the special area in each library?

WALLACE: Yeah. Again, in keeping with other brochures that we produce, I believe we produced right around 70,000. Which is the same number and quantity that we produce for other things. When we have our Summer Reading Program we produce about 70,000 brochures. That seems to be the quantity that is well used. I mean we obviously have tried not to have any leftover waste.

YOUNG: And then do you have a formula for sending it out to each regional library? So many per or how is that handled?

WALLACE: We determine our distribution partly based on the size of the library and the size of the population that they serve, the circulation. It's not any scientific formula or anything but just based on the library size and also what they tell us they generally need. I mean obviously the library staff has the best sense of how many quantities of material are generally used.

YOUNG: Okay. With regard to the first page of the text, it begins "Dear library patron"

WALLACE: Yes.

YOUNG: We've had a lot of inquiries in the past about school district publications and various junior taxing districts who put out information about election related material. And the first page, let's say it's been characterized by some people when they contact us and ask questions or file a complaint that it doesn't have anything to do with the bond measure it's more of a promotional or fluff piece about the library or a feel good piece before you get into



hitting them up for money. Can you maybe talk about how this language ended up in the tri-fold brochure and was there any discussions about the content that was included?

WALLACE: Well the information that's in the Dear Library Patrons section is directly related to the bond because it talks about the extensive outreach process that we had gone through in the years leading up to it where we were seeking community input on the future plans for libraries, what needed to be addressed within each library. So it did directly relate to the bond in that manner because what was included in the plan was a direct, was directly related to what the community told us that they wanted. So it did have a context.

YOUNG: Okay. How about the stats on the last page, the five boxed or bulleted items. Is that the kind of information, I know we included a Did You Know on the bookmark, is that...

WALLACE: Yeah, that's our standard...

*Tape 1, Side B*

YOUNG: I've just turned over the tape and we're continuing the interview of Julie Wallace. You were talking about the Did You Know section, I'm sorry about that Julie.

WALLACE: Yes.

YOUNG: And that type of information, is that consistent with all publications and information produced by the library system?

WALLACE: Yes. There was not really any discussion about that because it's standard for our print pieces where space allows.

YOUNG: And lastly on the tri-fold. Was there any discussion that it was a fair or objective presentation of the facts?



WALLACE: Yes absolutely. We reviewed it and looks toward it with an eye towards making sure that we were being fair and objective and felt that we were in keeping with that.

YOUNG: And in your response you talked about the 2003 bond election and that you created and distributed a brochure and flyer for that. Did the Metro Group work with you on that or was it a different, was it Lee Pate?

WALLACE: Yes, it was Lee Pate.

YOUNG: Okay. Was the information that was included in those, was that similar to in this year's flyer and this year's tri-fold?

WALLACE: Yes it was.

YOUNG: And was the information distributed any differently in the '03?

WALLACE: No other than the fact that our board did not make the decision to go on the February '03 ballot until late in November. So we didn't have much of a window of time to prepare so what we did, what we, we produced what we could within that timeframe.

YOUNG: And those were distributed for the '03 one through the racks again at the libraries?

WALLACE: Yes in the same fashion as all of our other public information effort.

YOUNG: Was there a committee for the '03 content as well?

WALLACE: Not as extensive of a committee but yes we did have a smaller committee.

YOUNG: We noted that in the activity matrix that you produced stickers for 2004...

WALLACE: Yes.

YOUNG: ...bond measure. Is that a new idea or do you commonly give out stickers for other initiatives but not bond measures?



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WALLACE: We have stickers for everything under the sun. I'm...

YOUNG: Oh I can believe that. And are they distributed through the library or through the schools or is there a combination of that?

WALLACE: Both. I mean we use stickers for all sorts of things whether its kids programs or special classes or that sort of thing. And so some of them were handed out that those things within the library. I'm sure some of the librarians take the stickers to the schools when they do the classes and such.

YOUNG: Do you know how many you produced for the '04 bond measure?

WALLACE: I believe we had, I want to say 4 rolls and I believe there were 1,000 stickers on each roll.

YOUNG: And how did you divvy up those rolls to the various regional libraries?

WALLACE: Just like the distribution of all of the other information. We sort of estimated what they might want. Some of the libraries asked us for more. No scientific formula but it was all in keeping with the other stickers that we usually distribute.

YOUNG: Is there like an internal mail distribution that the county sends this information through to its regional libraries or are they hand delivered by someone from your staff or you or?

WALLACE: We don't have any system that is part of the county. We're separate from the county.

YOUNG: Got it. Okay.

WALLACE: Our shipping, mailing or anything like that goes through the county. All of the distribution to our libraries happens through our internal shipping department.



YOUNG: Do any instructions go along with let's say the stickers or the brochures from yourself or maybe Nancy or, Hankle or, I guess first from yourself or your department.

WALLACE: Typically what we do whenever we send out any sort of box of public information materials whether its for this or the Summer Reading Program or whatever it might be, we generally tend to just send a checklist of this is what you got, this is how many quantity, call us if you have any questions. So it's just more of a basic checklist of what's in the box.

YOUNG: Okay. And are you planning, are you guys planning I'm assuming to continue producing and distributing stickers in '05 when you don't have a ballot measure?

WALLACE: Oh absolutely, yes.

YOUNG: Okay. If we could...

WALLACE: As we speak.

YOUNG: Okay. I'm assuming an ongoing process. If we could kind of move to the video tape now, some questions about that.

WALLACE: Okay.

YOUNG: I noted from the activity matrix that the, it looks like you did a video beginning in '02 with the Library Choices Initiative.

WALLACE: Yes.

YOUNG: whose idea was it to, or who recommended that you guys produce a video?

WALLACE: Well prior to 2002 we've done numerous videos. I mean so using videos is not a new thing for the library system. I mean we've got even before videos we had, oh and I can't even remember what you call it now but it was before you could even do a video we had



slide shows and all sorts of things like that. So doing the video was in keeping with other past efforts.

YOUNG: Okay.

SMITH: Kurt let me explain something. This matrix was my idea.

YOUNG: It's very helpful. Thank you.

SMITH: I asked that the matrix be prepared for the years 2000 through 2004 only because that was the period that you folks had requested in your document request. I didn't mean to indicate that this stuff didn't go on before 2000. And I think as Julie has just explained we've made a lot of videos before 2000, it's just that I was focusing on the time period that was the subject of your request and I wanted the library to explain in some kind of chart form showing what they did on various campaigns whether or not they were election oriented. So this was my idea and it's not a document that the King County Library ordinarily prepares.

YOUNG: Okay. And it's very helpful by the way again just to state that. And I assumed that there was other publications that went on and communications prior to that date. So I was just getting some questions for the record about normal and regular to establish that pattern.

WALLACE: Okay.

YOUNG: And do you know how many total videos then were produced for the '04 bond measure?

WALLACE: We typically produce one video for each library plus a handful of extras. So I believe for this one we produced a total of 75.

YOUNG: Would that be consistent with the '03 or the Library Choices?

WALLACE: Yes. Completely consistent.



YOUNG: And you said one for each library, how, what types of other, what types of things would be done with the other videos?

WALLACE: Do you mean the other, beyond the 43?

YOUNG: Thank you. Yes.

WALLACE: Most of them sat in a box in my office.

YOUNG: Did...

WALLACE: So if someone, if when Bill went out to present it at a community meeting and it was requested that he show a video then he obviously took a copy with him.

YOUNG: And how often would the video have been shown to these groups? Just ballpark. I don't need specifics.

WALLACE: Gosh I don't even know if I could even attempt to quantify it.

YOUNG: I mean did he talk them to most meetings or some meetings or?

WALLACE: Less than some.

YOUNG: Okay. I know you guys put out a lot of information and I know you're doing great with the details that you're giving me on this. So the content of the '04 bond video, who developed and wrote the script for that? I don't know, maybe that's a more formal way, maybe there was an informal process but how did that get developed and the language and content chosen?

WALLACE: Yes. Let's see how can I describe this. Well first of all we have a huge library of film, of library film footage. I guess the probably the best way to put it. So a great deal of the content came from that existing footage that we already had. And our foundation also does lots of videos and so we had that footage as well. So a good portion of that came from it. So we took that footage and then the messages that are delivered in that video are very consistent with



all of the messages that are delivered in the print pieces. So it was more of a process of sort of marrying the two and pulling it together. We didn't actually script it out other than just taking like the information that already existed in the print brochure.

YOUNG: Was the Metro Group involved with the video as well?

WALLACE: No they were not.

YOUNG: How about the committee that you referred to?

WALLACE: The committee was involved in reviewing the drafts of it. Because when you do a video you obviously go through numerous drafts. So they certainly saw the video as it was in progress.

YOUNG: Was there some information that was edited out along the way? As a result of the committee's I guess feedback. For lack of better words.

WALLACE: Yeah because the first video was much, much, much longer.

YOUNG: Got it. Okay.

WALLACE: Anything that was edited out. There was, I don't recall anything in particular being edited out other than maybe just something that was unclear or maybe not a very fuzzy image or something. I don't recall anything particularly being...

YOUNG: No that's fine. How were the people chosen that appeared in the videos?

WALLACE: Yes.

YOUNG: I know you said you had the file footage, film footage. Was it from that? Were they interviewed specifically for this video or?

WALLACE: Well there were portions that we had to schedule the interviews because we had to make sure that we had the actual facts that went with it and one thing that we do not do in our videos that you see in many videos is sort of have a voice over that just talks to



you. But rather we let the people in the video tell the story and that's consistent with all of the videos that we do. So you can see that in other ones that don't have anything to do with elections and vice versa. So we had to schedule people to interview and we always have Bill Ptacek in all of our videos as the library director. We always have the board chair in our video. I can't remember who else at the moment we have in that video but it was very standard with what we do with all of our videos.

YOUNG: Are the people that appeared in the videos, are they provided a script or a talking points memo?

WALLACE: Nope. We do not script anyone. We do not make anyone say anything. All of our videos are shot in a very informal kind of conversational type of filming.

YOUNG: And did this committee then have the final approval of the content similar to that of publications?

WALLACE: Well the committee reviews the video and before we produce the final copies of it we show it to our board. And upon one's so called approval we produced it. Much like with the print materials, we pass it by lots of different people to get their feedback and their take on it. Obviously the board was an important group to do that with as well.

YOUNG: Having reviewed the video, was there any discussion that we don't mention the cost or the bond measure till, I don't know I'll be subjective and say well into the video so that its not clear from the start that the video was for the bond measure. Was there any discussions about that or concerns?



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WALLACE: No. There wasn't really any discussion about when the cost was being presented. The video really was in keeping with our print materials. I mean in any communication cycle you first have to establish or communicate the basis of facts, the education about what it is and all of that. So the video kind of follows the same flow of information that the other print pieces did.

STUTZMAN: Did you have any contact with the Friends of the Library? The campaign committee?

WALLACE: I on my own time attended some of the campaign meetings.

STUTZMAN: Okay. Do you know if they made a video or a TV commercial?

WALLACE: I believe they produced radio spots.

STUTZMAN: Okay. Is it your understanding that they did not make a TV commercial?

WALLACE: To my knowledge they did not. But I wasn't at every meeting. But I believe they primarily just relied on the radio.

STUTZMAN: Okay. Do you know if they obtained any of their materials for their advertising from the library district?

WALLACE: No they did not.

STUTZMAN: Okay. Alright.

YOUNG: If we could kind of switch gears to the visits to community groups and other organizations. In the initial response on December 16<sup>th</sup>

WALLACE: Yes.

YOUNG: There was about, more than 150, I didn't keep an accurate count, of it looks like appearances at parades and PTA meetings and all kinds of community type events.

WALLACE: Right.



YOUNG: And then in the second response for the 2004 calendar listings there's a smaller population that's included on there as well. Can you maybe explain the difference between the two?

WALLACE: I'm not following what you're saying. Could you explain that again?

YOUNG: Yeah. In the initial response under F, I don't know if you have that handy Steven or Julie, the December 16<sup>th</sup> response. Part F lists a large number of days, 153, in part 3, I'm sorry Part 3 subsection F. It talks about the visits to community groups and including the chamber.

SMITH: We have it.

YOUNG: And then there's, in the December 23<sup>rd</sup> exhibit there's a listing at the start of each of the director's reports for each of those years.

WALLACE: Right.

YOUNG: Of agencies and calendar listings and I know there's some overlap from looking at it but maybe you can explain what these two lists represent.

WALLACE: Okay. Well the list, the first list that you talked about, the visit to the community groups just related to, just related to the bond. We tried to capture everywhere that our staff had been so you can see that it was a variety of people whether it was like Greg Rasbo, Terry Hendershot all sorts of people that were involved in those presentations. The other list that you're referring to just had to do just with Bill. But as we explained in the December 23<sup>rd</sup> response outreach is a, well it's really an expectation of our library staff. And so its something that they do as part of their everyday business and so we can't begin, we can't begin to capture it on a regular monthly basis other than we periodically inquire with them just so



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that we can have somewhat of a sense that they're sort of doing a good job and really connecting with the community. So again the first list we provided just in relation to the bond and where our staff, where they told us they did. Obviously we probably didn't capture them all. Where they were out in the community. And then but the other list with Bill. That was just Bill. Does that make sense?

YOUNG: That does.

WALLACE: Okay.

YOUNG: And then for the prior years, can you, and I don't know if this is something that, we don't need the detailed listing like you gave us in F of everyday but is there somehow that you can quantify the number of visits say made to these community type groups in '03 and '02. This just seems pretty extensive and we don't really have anything to compare it to. We know that you said that you made numerous visits in the response but there's no real way to quantify what numerous means.

WALLACE: Yeah there are some ways that I can quantify it.

YOUNG: Thank you.

WALLACE: I mean first off we have Friends of the Library Group in the majority of the libraries that we have. And so our staff and our associate directors regularly meet with them, regularly are involved in their activities. We also have library advisory boards in place in many of our communities that have a direct connection to the city council. And so staff are involved in the library advisory board as well as city councils that they sort of connect to. So those are regular ongoing things that are happening each and every single month. And then some of our staff, their position includes significant outreach. And so that outreach might be to, whether it's the schools



or whether its to home schoolers, whether its to home bound, I mean its, then you kind of get into the area where you really can't quantify it because its probably, the number is probably roughly the same as has been in all of the other previous years. I wouldn't say that, is that what you're asking?

YOUNG: Exactly.

WALLACE: Yeah, yeah. No it's our usual, sorry I was trying to get too much into all of the details there.

YOUNG: No, no, no, that's okay. Just like say for example the first, three of the first four visits are to parades in June and July of 2004.

WALLACE: And every summer our libraries get out into their community, they attend the parades, the summer community events whether it's like Issaquah Salmon Days or Renton I can't remember what it's called. So yeah, that's a regular part of their activities during the summer.

YOUNG: And are these facilitators, are they part of the community relations staff or?

WALLACE: The people that are going out and participating?

YOUNG: Yeah, like Gregory Rathbone and Terry Hendershot.

WALLACE: They are librarians.

YOUNG: Librarians okay.

STUTZMAN: What do they do at the parades?

WALLACE: I think they usually set up a table and have brochures and information about the library. I believe they take library cards and try to, if someone is, doesn't have a library card they get them signed up for one. So just general information about the library.

YOUNG: And that included information about the bond in this year? 2004.



WALLACE: I'm sure there were some that took the bond information out with them as part of their information table. But again it was along with the summertime is a big time for Summer Reading Program so they're out there trying to get kids signed up for that program.

YOUNG: As part of the outreach do you reach out to these groups to participate? Do they reach out to you? Or is it an ongoing relationship with them. Maybe you can explain that to us.

WALLACE: Well again I mean it's kind of like with any relationship it's usually two way.

YOUNG: Okay.

WALLACE: We have lots of requests to come out and talk about the library, to come out and talk about books and that sort of thing. So even groups like, there's a quilters group down in Auburn. They love for us to come to talk about the resources in the library to quilters. It's everything under the sun. We've had a long history of establishing relationships with people and organizations and that has been continued and developed over the years.

YOUNG: We just kind of tallied up a few and there was like 15 visits to the Chambers of Commerce meetings and 16 to senior centers and retirement homes. What type of information was distributed there? Did they show the video, do handouts or how did that work?

WALLACE: Well again the information that was taken to those meetings were, it was the same information that was out in our library about the bond. So we didn't prepare anything special for those presentations. I believe they showed the video when it was requested although I don't think it was showed very many times because typically with those sorts of meetings they only allow you



five, if you're lucky 10 minutes to talk. So again we just went out there with the facts and the information about the bond measure.

YOUNG: So for like say 2002 for the Library Choices just for our clarification, was there numerous presentations also made to the chamber about that or was there like say one visit in '02 and then 15 in '04 because of the bond measure?

WALLACE: No, again with whether it was Library Choices or any of our other efforts we have tried to be consistent about getting in contact, regular contact and communication with them. So with Library Choices it was a similar process.

YOUNG: And with Rotary Clubs and with Lions Clubs and...

WALLACE: Yes. Absolutely.

YOUNG: And that's an ongoing thing too?

WALLACE: Yes.

YOUNG: Okay. Those meeting just didn't take place when there was a bond measure?

WALLACE: Oh gosh no.

YOUNG: Okay. I didn't know if Phil had any follow up on that. And we're getting close to wrapping it up. I appreciate all of the information. So in the 2003, since you had the early bond in February of '03...

WALLACE: Yes.

YOUNG: You still made these similar, did you make similar types of presentations in the summer of '03 for parades and Kiwanis and Rotary Groups?

WALLACE: We participate in all of those things in a regular ongoing basis.



SMITH: Let me clarify the dates and times. The bond issue in '03 was in February of '03. So there wouldn't have been presentations relating to the bond issue in summer of '03.

YOUNG: No, no, what I was getting at was were there still presentations even though there wasn't a bond measure to look at the normal and regular conduct of, participating in parades on an ongoing basis whether there's a bond or whether there's just some other public information campaign.

WALLACE: Yes. Our staff participates every single summer.

YOUNG: Rather than getting a list like this from F, is there any way that you could compile the number of visits in '03 and '02 and '01 that wouldn't take you a large amount of staff time?

WALLACE: The number of visits in each of those years.

YOUNG: Like say in F came up, we added it up and it came to 153. We don't need to know that you participated in Algona Days Parade and who went in 2001 or 2003 but if you could provide us a short summary of the number of these type of visits going back to 2000. That would help us with determining the normal and regular conduct of the activity.

WALLACE: Well it really wouldn't be any different than what we've already presented you with.

YOUNG: Okay.

WALLACE: The, you know, the list of all of the community groups that we keep in regular contact with, regular communications with, I mean that was in existence in 2001 and 2002, so I don't know that I could actually give you anything any different.

YOUNG: Okay.



SMITH: Are you asking us to go back through our records and make a determination if the quantification of the visits in each of the years 2000 through 2003 is similar to 2004 based upon our review?

YOUNG: That's kind of the direction, I'm just looking at Phil here for a little advice from him. I know we're on a tight timeframe but...

SMITH: Well I think we could do that. I'm just not, if what you're saying is you don't want to know whether or not we met with the Algona group in 2000 we can certainly do our best and we can let you know what it is that we found and the quantification.

YOUNG: Yeah that would be hopefully a reasonable compromise.

SMITH: What is it that exactly you're seeking? Because I don't want to compromise if we can do what you want.

YOUNG: Well it was 153 in '04. Was it 20 or 100 in '03. Is kind of what we're looking at.

SMITH: We hear ya.

WALLACE: Yeah. Okay.

YOUNG: I don't know, Phil might be able to provide some clarification too.

STUTZMAN: Were you saying that you could come up with whether it was similar or that you could come up with exact numbers?

WALLACE: I can't come with exact numbers but I can tell you right now that it probably was very similar to the 150 something that was done this year.

SMITH: But we'll go back in our records...

WALLACE: Yeah, we'll go back.

SMITH: ....and see what it is that we can find for you.

STUTZMAN: Okay.



YOUNG: Okay that would be great. Thank you. Just real quickly, the discussions at the end of '03 at these presentations or maybe in the summer of '03, was there any information in there about what could we do to, for this next ballot measure in '04 or was there any anticipation or reaching out to them to include any information or feedback from them as to what we could do better to present this bond in a better light or something like that?

WALLACE: Well following the February 2003 measure again just like all of the things that we do, our regular communications with our communities, it obviously was a topic that they wanted to talk about. So whether we were going out to French group meetings or our regular library advisory board whatever group it was they wanted to talk about the '03 bond and give us their take on all of the things that we did wrong. Why they felt, you know, what we could have done better. All of that sort of stuff. So we certainly heard a lot of comment and feedback on why people thought it didn't pass or why it should have passed or just everything under the sun.

YOUNG: And does that feedback come through say your office or through Bill or through different channels?

WALLACE: Through different channels. I mean we did our best to capture the general comments that were made. Just like we do with all of our other feedback that we get whether it's going through our annual budget hearings and that sort of thing. We always do our best to document comments and feedback that are made.

YOUNG: I noted that in your initial response you had given us a survey that had been conducted by Hebert Research I believe.

WALLACE: Oh, back in.



YOUNG: It looks like, was it part of the Library Choices effort it looks like.

WALLACE: I believe it was...

YOUNG: July of 2002 yeah. Facilities Upgrade and Improvement Survey.  
Are you familiar with that survey?

WALLACE: Somewhat. Yes.

YOUNG: How often does the library system conduct surveys?

WALLACE: Well this past year we probably did three or four different independent research surveys. I mean every year we do research in all sorts of areas. So it's a regular part of what we do to make sure that we're understanding the people that we serve and that sort of thing. So we regularly so research.

YOUNG: And how's that research done or survey's conducted?

WALLACE: Some of them are done through like Hebert or a research firm. We've done some of our own internal research, focus groups, that sort of thing. So a combination.

YOUNG: In a, do you ever mail a newsletter that might have a short brief survey in it?

WALLACE: Oh I'm sure we have at some time or another, yes.

YOUNG: Do you have any online information or surveys that you might either have them click on your website and access or maybe email out to patrons or stakeholders?

WALLACE: Nothings coming to mind in terms of emailing but I know that we had surveys on our website to get feedback and comments on whether its when we were instituting new services or whatever it might be. I know we've done it on our web.

YOUNG: And the Hebert survey, that wasn't done specifically to, was that done to specifically pass a bond measure?



WALLACE: No, it was in line with all of our other research to make sure that we were understanding who our library users are. Their perceptions.

YOUNG: Okay. I think I'm just about wrapping it up here. Maybe finish up and talk about the public liaison and just a couple of follow up questions on some other information.

WALLACE: Okay.

YOUNG: You had indicated in Bill's response that Nancy Hankle was the bond information liaison for the 2004 campaign and maybe you can describe a little more like what her duties were, who she reported to and what types of things would normally be handled by her.

WALLACE: Okay. Well with all of our, with many of our big just initiative we give people within our organization opportunity to move kind of outside the realm of their normal duties and Nancy's an assistant managing librarian. And so like with this or like when we went through the Library Choices process we provided this opportunity for them to come in and work in a different area. Nancy was on the internal, the internal team that plans everything with the bond public information effort. So her, I would say her primary role was the interaction with our staff. With anything of this nature our staff are very conscientious about making sure that they're doing things in the proper manner which is why we did such an extensive job of training them and providing information about the bond and making sure they understood the PDC rules and what they were allowed to do and not allowed to do and all of that. They are always very very concerned about making sure that they're not crossing any lines. And so Nancy was kind of the direct, sort of one of their own if you could put it like that. Their, she's a colleague and they respect her as a librarian so to make that connection with them. Kind of



librarian to librarian. And so probably 75% of her time was spent communicating with staff, answering their questions, helping them when maybe they were asked a question by a patron that they couldn't respond to. That sort of thing. That was really her primary role.

STUTZMAN: Did she make formal presentations to staff?

WALLACE: I believe she did, I'm sorry to staff?

STUTZMAN: To library staff.

WALLACE: She was present at our, we have a variety of staff meetings whether it's the children's librarians regularly scheduled meeting or the LA meetings, so she attended those meetings and was there as a resource if people had questions or wanted to discuss anything related to the bond. She was present at those. And then she also was out doing the presentations out in the communities as well.

STUTZMAN: Okay. In the December 16<sup>th</sup> response under H it lists a chart of several training sessions...

WALLACE: Yes.

STUTZMAN: ...and has her name and there's some with your name as well.

WALLACE: Yes.

STUTZMAN: Were those formal presentations to staff?

WALLACE: Those were presentations that we scheduled with them. Just like we do with everything else to make sure that they have the facts behind the bond and also to spend a good deal of time making sure that they understood the guidelines.

YOUNG: Did you distribute the guidelines or Public Disclosure information at those training sessions?



WALLACE: We didn't distribute your document but what we distributed was a staff do's and don'ts which pulled information from your guidelines about what staff could do on library time versus not do.

YOUNG: And was Ms. Hankle's work in 2004 similar to other liaisons for either previous bonds or the Library Choices or Library Card Initiative?

WALLACE: Yes. Exactly. Yes, you know when you have a staff of 1,200, well first of all it's difficult to communicate with all of them and very time consuming to make sure that we're reaching as many of them and addressing their questions and their concerns. So that's a regular thing that we do to just keep our staff more informed and in the loop.

YOUNG: Was there any significant changes for the liaison say for the '04 bond measure from prior years?

WALLACE: No.

YOUNG: Would the liaison receive any press calls or how would a press call be handled by the library system?

WALLACE: No. All of the media calls came to me.

YOUNG: Okay. Did Nancy coordinate any of the community visits or any of those, she might have participated in a few but was she involved at all in the scheduling of any of those?

WALLACE: She may have gotten some phone calls. A lot of the requests would come through the local library. So she may have gotten some of them. I don't know specifically but I'm sure she got some.

YOUNG: Okay. Let me maybe just go off the record for a minute and talk to Phil outside and see if he's, if we can wrap this up here. We probably have a few more questions.

WALLACE: Okay.



YOUNG: Let me just go off the record for just a couple minutes and I'll be right back.

WALLACE: Okay.

YOUNG: Okay. We're back on the record, it's about 1:10 here. Just following up on the matrix, had the editorial boards and then the second response also elaborated a little bit and called it news media coverage. Again, was visits to editorial boards by the library system, was that something that was undertaken prior to your arrival in 2000 as well?

WALLACE: Oh yes. That's a regular part of our outreach to the media.

YOUNG: And there was one occasion it looked like in '04 where the People for Libraries were also in attendance at the editorial board for the, bear with me for one second while I get that.

WALLACE: Yeah, it was in Seattle Times.

YOUNG: Seattle Times.

WALLACE: And that was upon their request.

YOUNG: To include the?

WALLACE: Yes. To invite representation from the People for Libraries.

YOUNG: Did they attend other editorial boards with you or was that the only instance that you could recall?

WALLACE: That was the only one. And again that was because the Seattle Times requested it.

YOUNG: And did you do anything with the endorsement information. Say the Times put out that article, did you reprint any of those editorials or post them anywhere on the website or provide links to those?

WALLACE: No. The only place where they would have ended up is every month our board is provided with a packet of all of the press



coverage. And so it would have been included in that but that's the only way we distribute those.

YOUNG: And there was, was there a reference in some of these director's reports too from Bill?

WALLACE: Oh I'm sure there probably was.

YOUNG: Okay. And how are those distributed?

WALLACE: The director's reports?

YOUNG: Yeah. Or who are they distributed to I guess would be a better question.

WALLACE: The director report is part of the board packet. And so the board packet is provided to the board members as well as the administrative planning team and then of course those are public record so anyone can request information from the board packets.

YOUNG: But they wouldn't be posted on the website under meeting materials or something like that?

WALLACE: No.

YOUNG: Okay. Phil did you have any additional follow up?

STUTZMAN: No.

YOUNG: Other than just that information for those prior year visits that the really only area of follow up that I think we have. Anything you can do to get us that in the next couple of days would be greatly appreciated. And I guess if, I didn't know if you had anything to add for the record Julie at this point.

WALLACE: No.

YOUNG: Steven we can talk off the record if you had some questions, but unless you've got any additional points for the interview itself.



SMITH: I do not. But it's probably a good time for me to raise some of the issues. If we've got another 15 minutes I'd like to spend that time rather than at the end of the day.

YOUNG: It'd be preferable at least on our end if we did that off the record if that's...

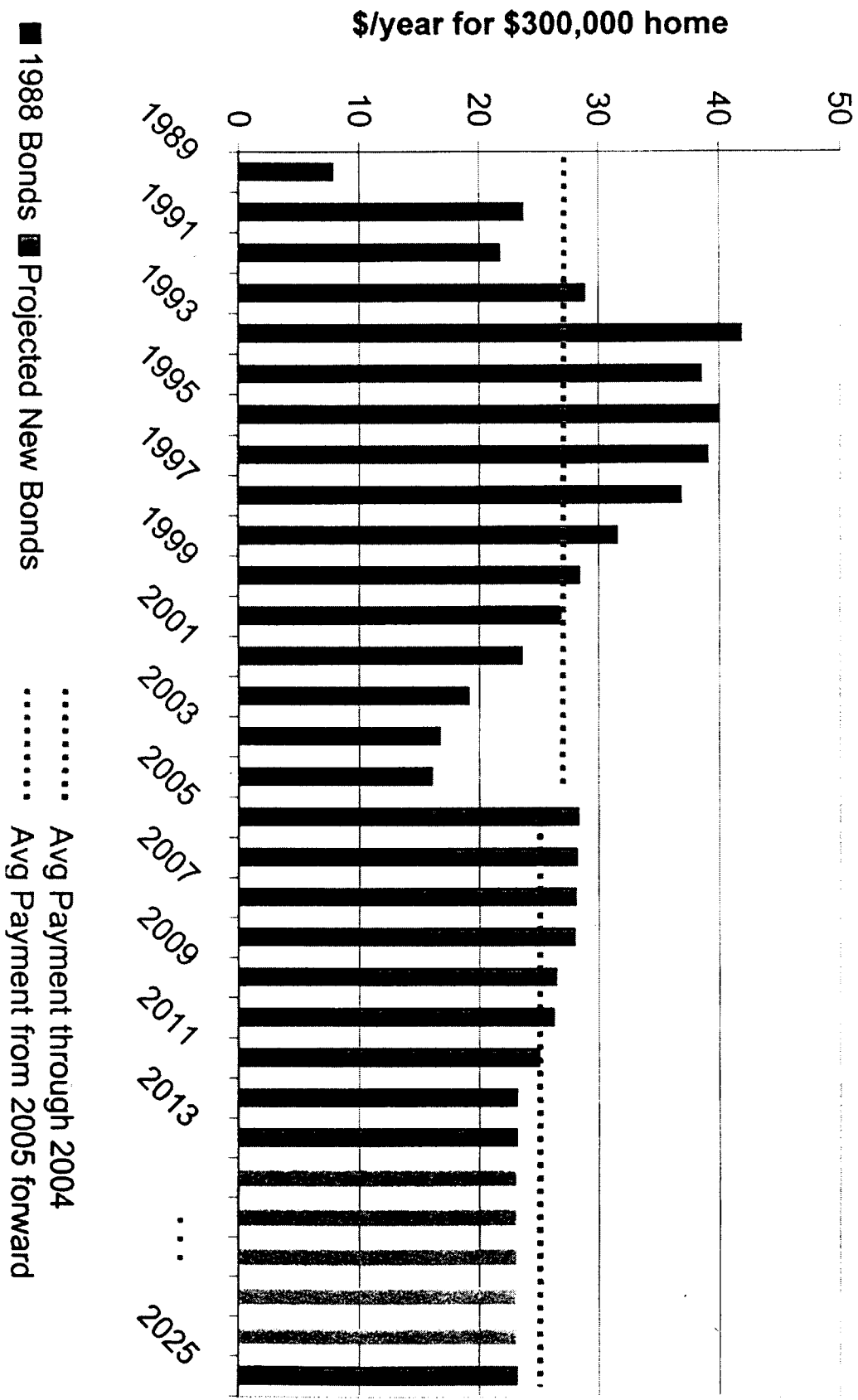
SMITH: That's fine.

YOUNG: Okay. With that I'll go ahead and conclude the interview of Julie Wallace at 1:15 on December 27<sup>th</sup>. Thank you Julie.

WALLACE: Yes. Thank you.



# KCLS Bond Costs





## **BOOK SALE AGREEMENT**

This book sale agreement (the "Agreement") is entered into by and between King County Library System ("Library"), and King County Library System Foundation ("Foundation").

WHEREAS, pursuant to RCW 27.12.300 Library is empowered to hold title to money or property given to or for the use or benefit of a library, to be held and used according to the terms of the gift; and

WHEREAS, the Library has, from this express power to receive property, the implied power to solicit the same; and

WHEREAS, the Library has the authority to enter into contracts for these and other lawful purposes; and

WHEREAS, the Foundation is a nonprofit corporation empowered to solicit and receive property and to make contributions, grants, and gifts and transfers of property to support Library and its facilities, services, programs and activities;

NOW, THEREFORE, in consideration of the mutual promises herein contained, the parties hereby agree as follows:

**1. Library agrees as follows:**

- a. Library shall consider holding at least one Library surplus book sale each year, to be conducted and staffed with the assistance of and participation by Friends.
- b. In consideration of the Foundation's assistance and participation in such Library surplus book sales, the Foundation shall receive the revenue from such book sales, net of any taxes and expenses of conducting such book sales.

**2. Foundation agrees as follows:**

- a. Foundation shall assist with and participate in the coordination of Library surplus book sales as they occur from time to time, as a means of raising fund to support Library and its facilities, services, programs and activities.
- b. All proceeds (net of necessary and reasonable administrative expenses of Foundation) received by Foundation in consideration of its assistance and participation in Library surplus book sales, and the investment earning thereon shall be used exclusively for the support of Library and its facilities, services, programs and activities;
- c. The Foundation shall annually confirm to the Library that it has fully complied with its obligation to expend its best efforts



to seek to accrue gifts, grants, donations and endowments for the benefit of the Library. For this purpose, the Foundation will list its accomplishments for the preceding year and share with the library a listing of all revenues and expenses for the preceding year and its end of year cash balance.

- d. The Foundation shall permit the Library's Director, or the director's designee, upon request, to inspect and/or copy all Foundation books, accounts and records related to books sales under this agreement at all reasonable times in order to determine compliance with the commitments made in this Agreement. The director's designee may include institutional or state auditors.

3. At all times and for all purposes of this Agreement, each party shall act in an independent capacity and not as an agent or representative of the other party.

4. Each party shall be responsible for the actions and inactions of itself and its own officers, employees and agents acting within the scope of their authority.

5. This Agreement is not assignable by either party, in whole or in part.

6. This Agreement shall be governed by the laws of the State of Washington. Before instituting any legal action hereunder, a party, through its director, shall meet with the director of the other party and attempt in good faith to resolve the disagreement. Venue of any action hereunder shall be in King County Superior Court.

7. This Agreement constitutes the entire agreement of the parties, including all oral understandings, on the subject of Library book sales; however, the parties may enter into other stand-alone agreements on other subjects.

8. No alteration or modification of any term of this Agreement shall be valid unless made in writing and signed by the parties.

9. This Agreement shall continue until terminated. It may be terminated by either party only at the end of a Library fiscal period, upon written notice to the other party given at least thirty (30) days in advance.

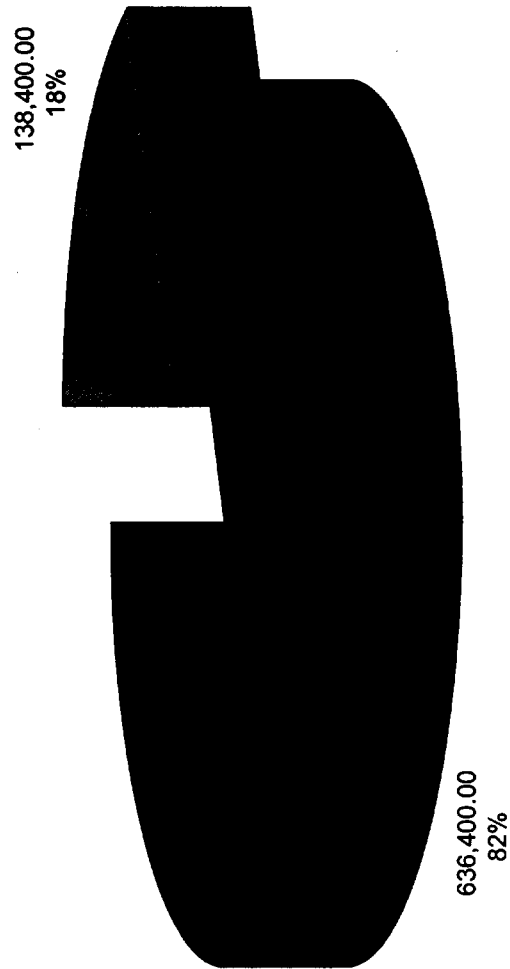
IN WITNESS WHEREOF, this Agreement has been executed by and on behalf of the parties on this 15<sup>th</sup> day of January, 2003.

Bill Pelt  
Director  
King County Library System

James Morrison  
Executive Director  
King County Library System Foundation



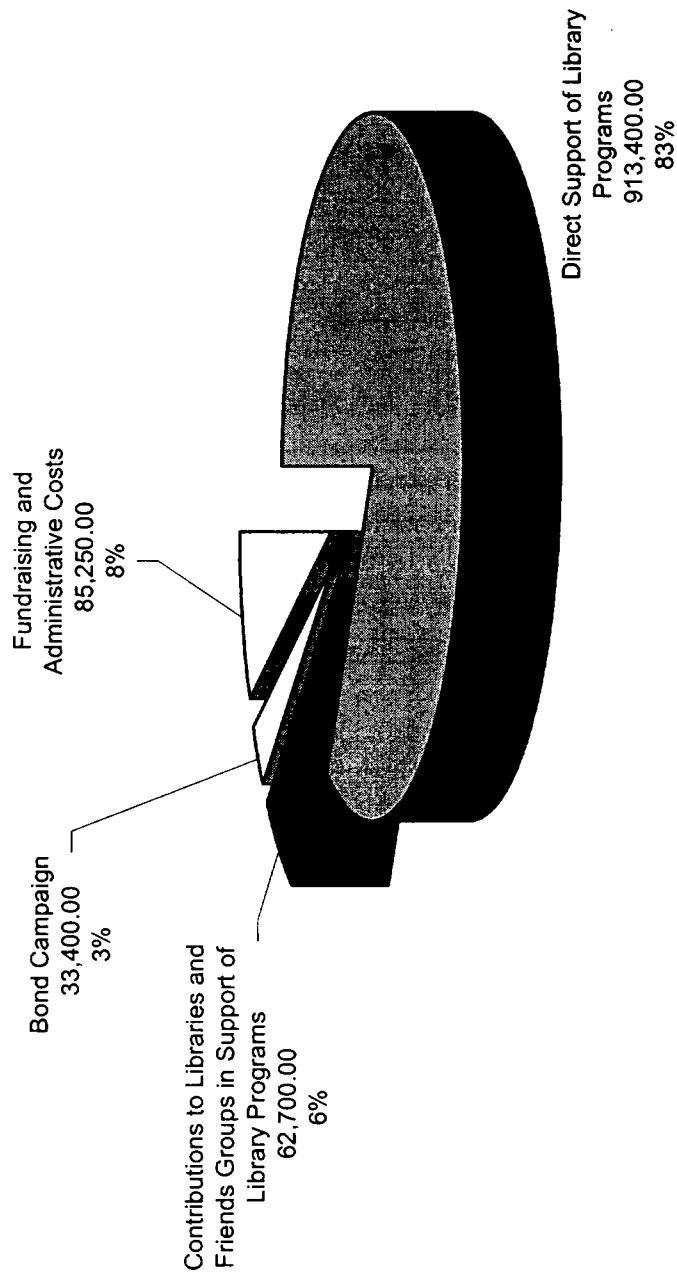
KCLS Foundation Income 2004



■ Online Book Sales ■ Other Revenue



# KCLS Foundation Expenses 2004





## Kurt Young

**From:** Bill Ptacek [billp@kcls.org]  
**Sent:** Thursday, December 23, 2004 4:36 PM  
**To:** Kurt Young; Phil Stutzman  
**Cc:** steves@prestongates.com; grace@prestongates.com  
**Subject:** King County Library System (Second Response)

Dear Mr. Stutzman and Mr. Young:

Attached are two files in response to your December 16, 2004 request for more information by today's date.

In addition, I would like to inform you that on Monday, December 27, both Julie Wallace and I will have legal counsel present during our interview with you.

Regards,

**Bill Ptacek, Director**  
**King County Library System**  
960 Newport Way NW  
Issaquah, WA 98027

425.369.3232  
425.369.3255 fax  
billp@kcls.org





**Community Libraries:**

Algona-Pacific  
Auburn  
Bellevue Regional  
Black Diamond  
Bothell Regional  
Boulevard Park  
Burien  
Carnation  
Covington  
Des Moines  
Duvall  
Fairwood  
Fall City  
Federal Way Regional  
Federal Way 320th  
Foster  
Issaquah  
Kenmore  
Kent Regional  
Kingsgate  
Kirkland  
Lake Forest Park  
Lake Hills  
Library Connection  
@ Crossroads  
Library Connection  
@ Southcenter  
Maple Valley  
Mercer Island  
Muckleshoot  
Newport Way  
North Bend  
Redmond Regional  
Richmond Beach  
Sammamish  
Shoreline  
Skykomish  
Skyway  
Snoqualmie  
Tukwila  
Valley View  
Vashon  
White Center  
Woodinville  
Woodmont

December 23, 2004 (Electronically submitted)

Mr. Philip E. Stutzman  
Mr. Kurt Young  
Director of Compliance  
State of Washington  
Public Disclosure Commission  
P.O. Box 40908  
Olympia, WA 98504-0908

Re: King County Rural Library District; PDC Case No. 05-125

Dear Mr. Stutzman and Young:

This letter responds to Kurt Young's letter, dated December 16, 2004, requesting additional information by close of business December 23, 2004 in regards to the complaint filed against King County Rural Library District ("KCLS" or "the Library"), which has been assigned Public Disclosure Commission ("PDC") Case No. 05-125.

As discussed in our prior letter to you, dated December 16, 2004, the scope and nature of KCLS's public information activities in connection with the September 14, 2004 ballot measure were consistent with the Library's normal and regular conduct regarding community outreach efforts. Furthermore, highly coordinated outreach initiatives that involve multiple channels of communication are necessary for KCLS to effectively communicate with the Library's socially, culturally and geographically diverse population. For example, reaching patrons in rural eastern King County, or those in urban settings with varying English skills, require different communication modes and strategies.

As previously noted, each major public information initiative the Library undertakes typically involves three major information dissemination strategies: those related to staff, to the community-at-large and to media. As discussed below, while specifics vary from initiative to initiative, the Library regularly (a) trains staff regarding PDC guidelines and facts relevant to the initiative, so that staff can knowledgeably and appropriately respond to public inquiries; (b) appoints a liaison to serve as the point person for staff questions; (c) hires a consultant to provide strategic advice regarding the information initiative; (d) conducts outreach to community groups and other government agencies; (e) develops and disseminates a variety of print materials and other media, such as video tapes; and (f) communicates factual information to news media. Furthermore, as a general matter and without regard to specific information initiatives, maintaining open channels of communication with community groups, local government agencies and the community-at-large is key to KCLS's ability to fulfill its mission and stay relevant to the diverse communities it serves.



**1. Details regarding the 2000 Library Card Campaign and 2002 Library Choices initiative and a summary of the 2002 Levy Lid Lift and the 2003 Bond Elections**

**A. 2000 Library Card Campaign Details**

**Background:**

In 1999, we knew that our community libraries, materials, online databases, and programs provided outstanding tools for study, research, entertainment, and lifelong learning. Yet when we checked our patron count against the latest demographic studies, we learned that only about half of the eligible residents were active cardholders despite all efforts to inform the public about KCLS.

We needed to do a better job of promoting our resources to our regular patrons, and to reach out actively to recruit new patrons across the county and across all economic and demographic lines. These are also the most challenging audiences to reach through our customary public relations efforts, because they simply don't come to the libraries. To effectively reach our socially, culturally and geographically diverse population it was essential to use all possible avenues of communication—including marketing materials, community and school outreach, advertising and online communications.

The most exciting part of this project was the opportunity to incorporate all of our diverse activities into a single, synergistic, strategic communication program:

- The need to enhance public awareness of KCLS—and change non-users' perceptions of libraries—demanded a new visual identity to make a 58-year-old organization appear new. A branding process served as the vehicle to guide the revision of all our promotional materials; and
- A county-wide **Library Card Campaign** served as the vehicle for implementing our new marketing strategies to promote the library system's wealth of electronic resources.

**Hired Consultant:**

We started in early 2000 by hiring consultants, **Girvin, Inc.** to lead us through the strategic branding process. We began with the revision of our graphic 'look,' working with a strategic branding and design firm to create a new visual identity that would more effectively represent the modern reality of this Library System.

As part of the process of developing our new brandmark, we articulated the most important features of KCLS, and the key characteristics that distinguish our services and resources. Those features and characteristics defined the core of our identity as an organization and set the foundation for our new visual identity, additionally providing the focus for strategic marketing messages.



The Library Card Campaign offered a tangible benefit for everyone in the community. We established a primary goal to heighten awareness of KCLS electronic resources and their value, and set three objectives to achieve by year-end:

- Bring in 50,000 new cardholders to KCLS
- Sign up 32,000 new student cardholders
- Log at least 10 million hits to kcls.org (Highest count to that date was 4.8M)

**Staff Training/Tools and Liaison:**

Staff presentations, trainings and "Regional Brandmark Teams" were established to educate staff. Jim King, Managing Librarian of Bellevue Regional Library, served as **KCLS Liaison** to the process and kept staff informed as to the activities and progress of the campaign.

Regular updates and information were distributed to staff through the KCLS intranet, the Internet and the KCLS Weekly Memo.

**Community Outreach:**

To achieve our objectives with the library card campaign, KCLS conducted the following **community outreach** activities:

- Bill Ptacek and Associate Directors) met with every Superintendent in the school districts served.
- Staff librarians visited schools within their communities to distribute library cards, conduct assemblies and generate interest/awareness.
- County Executive Ron Sims was the keynote speaker in our card campaign kickoff and was instrumental in helping us reach new audiences by distributing our promotional materials throughout all King County offices (a separate administrative entity from King County Library System), highlighting the campaign on the County website and promoting it to 14,000 County employees in the workplace. Sims also visited schools to talk about the value of libraries and walk with the children to neighboring KCLS community libraries so the students could get and activate new library cards.
- In addition, during the Library Card Campaign, KCLS employees made presentations to:

City of Sammamish	7/5/2000
Bellevue/Lake Hills Library Advisory Board	7/25/2000
City of Bellevue	8/23/2000
Bellevue/Lake Hills Library Advisory Board	9/26/2000
Maple Valley Library Advisory Board	10/5/2000



Bellevue/Lake Hills Library Advisory Board	10/24/2000
Mercer Island School District	10/25/2000
Issaquah Library Advisory Board	11/1/2000
Bellevue School District	11/7/2000
Highline School District	11/8/2000
Renton School District	11/9/2000
Auburn School District	11/9/2000
Federal Way School District	11/14/2000
Issaquah School District	11/22/2000
Bellevue/Lake Hills Library Advisory Board	11/28/2000
City of Kirkland	11/29/2000
Northshore School District	11/30/2000
Enumclaw School District	12/1/2000
Redmond Library Advisory Board	12/6/2000
Skykomish School District	12/14/2000
Lake Washington School District	12/14/2000

**Materials:**

**Print materials** included a brochure, flyers, a direct mail postcard sent to all households, posters, and banners promoting the campaign.

**Editorials/News Media Coverage:**

Significant **media coverage** was secured during the Library Card Campaign, including 21 features, 11 news articles, 29 news briefs and the **four editorials** listed below:

4/19/2000	<i>South County Journal</i>
6/29/2000	<i>South County Journal</i>
8/19/2000	<i>The Seattle Times</i>
8/21/2000	<i>Eastside Journal</i>

**Other promotional activities:**

Our promotions also included paid **advertising** in addition to our normal PR, including:

- Print ads in strategic newspapers
- Billboards in high-traffic locations
- Bus cards on major routes throughout King County
- Radio advertisements on strategic stations
- Produced video public service announcements for distribution to all television stations



## **B. 2002 Library Choices Details**

### **Background:**

Library Choices was a community outreach program involving KCLS staff, patrons, stakeholders and communities in helping KCLS shape the future of our libraries. Through the initiative, KCLS invited our neighbors to help us identify and prioritize the library needs for every community over the next ten years. We presented our initial plans and through meetings and outreach held in every community the library serves, we heard from more than 2000 library users and community members from across King County. Through the outreach process we received thoughtful, heartfelt suggestions and constructive criticism to help us design a plan for library services and resources that suited the future needs of each community.

### **Hired Consultant:**

We started in early 2002 by hiring a consultant, **Leigh Pate, Inc.** to lead us through the process. Leigh Pate's work involved analyzing public opinion survey results and assisting in developing and implementing appropriate community outreach goals, plans, timelines and budgets.

### **Staff Training/Tools and Liaison:**

As with other outreach efforts we started with a focus on **education and outreach to staff** through presentations at staff meetings, **trainings**, written communications and the development of creation of a Staff Toolkit to assist in responding to questions from the public. Staff was able to provide input and ideas on both the Library Choices outreach plan and on the projects proposed at their library via email, intranet, and phone line.

Laurel Steiner was designated as the **KCLS Liaison** and was instrumental in communicating with staff, assisting with trainings and community meetings, and responding to public comment where needed.

### **Community Outreach:**

Our **community outreach** began in early May through a series of meetings held in every community, and presentations to community organizations and local Friends groups. In addition, meetings and presentations were made to:

Issaquah Library Advisory Board	5/1/2002
Black Diamond City Hall	5/6/2002
Lake Forest Park Library Advisory Board	5/8/2002
Foster/Tukwila Library Advisory Board	5/14/2002
City of Kent	5/29/2002



Bellevue/Lake Hills Library Advisory Board	7/23/2002
Downtown Bellevue	8/1/2002
City of Duvall	9/10/2002
City of Kent (Mayor White)	9/17/2002
City of Redmond (Mayor Ives)	9/18/2002
Sammamish Community Meeting	9/18/2002
City of Bellevue	9/26/2002
City of SeaTac (Community Access)	10/7/2002
Sammamish City Manager	10/9/2002
Burien Community Meeting	10/9/2002
Snoqualmie Community Meeting	10/10/2002
Redmond Community Meeting	10/15/2002
Newcastle City Hall Community Meeting	10/16/2002
East Hill of Kent Community Meeting	11/13/2002
Bellevue/Lake Hills Library Advisory Board	11/26/2002

**Materials:**

Patrons were notified of their local meeting via a **mail postcard** as well as information posted in libraries and on the KCLS website. A video was produced on the purpose of Library Choices, featuring KCLS Board Chair, Tobias Washington.

[Can be accessed at: <http://www.cardinalmedia.com/kcls/KCLSLibraryChoicesWeb.mpg>.]

Numerous **print** pieces and tools were created, including a brochure, bookmarks, flyers, direct mail postcard, posters, and banners.

**Editorials/News Media Coverage:**

Library Choices was covered more than 40 times in local **media**, including:

- Editorials in the Bothell Reporter, Vashon Maury-Island Beachcomber and Seattle Times;
- Numerous articles in the Daily Journal of Commerce; Eastside Journal; Issaquah Press; Newcastle News; Seattle P-I; Sammamish Review, Seattle Times, Snoqualmie Valley Record, and the South County Journal.

**C. 2002 Levy Lid Lift Summary**

**Materials:** Developed and distributed brochure, bookmarks, flyers, postcard, paper banners informing voters of election date.



**Staff Trainings/Tools:** Staff trainings, to educate, inform, present the facts and review PDC guidelines were held and also presented at several regularly scheduled staff meetings, including: Public Services, Director's Brown Bag Meetings, Regional Manager meetings. The information presented included the standard communication pieces: PDC guideline sheet, Fact Sheet, FAQ, and samples of print materials.

**Communications:** Made information available on KCLS website, staff intranet and via phone and email.

**Community Outreach:** Made numerous presentations throughout communities served, including those listed below as well as local Friends groups, Library Advisory Boards and the government agencies documented in Attachment A: Government Agencies-Calendar.

Downtown Bellevue	1/10/2002
Downtown Bellevue	1/17/2002
Bellevue/Lake Hills Library Advisory Board	1/22/2002
KZOK Radio	1/23/2002
KOMO Radio	1/23/2002
Eastside Journal Editorial Board	1/24/2002
Seattle City Hall	1/25/2002
Sammamish Kiwanis	1/31/2002
Auburn Breakfast Rotary	2/6/2002
Downtown Bellevue	2/13/2002
Downtown Bellevue	2/21/2002
Bellevue/Lake Hills Library Advisory Board	2/26/2002

**Editorials/News Media Coverage:**

As discussed in our letter of December 16<sup>th</sup>, KCLS staff and trustees present only factual information when they visit editorial boards. These visits may be at the request of the publication's editorial board or at the Library's initiation.

DATE	PUBLICATION	HEADLINE	DESCRIPTION
1/28/2002	<i>The Seattle Times</i>	Keep County Libraries Whole and Strong	Seattle Times endorses KCLS Proposition 1
1/31/2002	<i>South County Journal</i>	OK Library Levy	South County Journal endorses KCLS Proposition 1



1/31/2002	<i>Eastside Journal</i>	Library Levy Needed to Keep Services	Eastside Journal endorses KCLS Proposition 1
2/3/2002	<i>Eastside Journal</i>	Saying Yes Helps Library, Our Schools	Eastside Journal endorses KCLS Proposition 1
2/3/2002	<i>South County Journal</i>	Our Views for Tuesday's Election Ballot	South County Journal endorses KCLS Proposition 1 Voters support local government, especially public services they consider to be essential
2/7/2002	<i>Eastside Journal &amp; South County Journal</i>	What Voters Said About Government	

#### **D. Summary of 2003 Bond Election**

**Hired Consultants:** Leigh Pate Consulting and Kristi England

**Staff Liaison:** Laurel Steiner

**Staff Trainings:** Conducted trainings at Public Service Meetings, at Regional Manager meetings and upon request by individual libraries.

**Materials:** Created and distributed brochure, bookmark, flyer and poster.

**Communications:** Used website, intranet, video and via phone/email.

**Community Outreach:** Made numerous presentations throughout communities served, including those listed below as well as local Friends groups, Library Advisory Boards and those documented in Attachment A: Government Agencies-Calendar.

Seattle Public Library	1/6/2003
Shoreline/Richmond Beach Library Advisory Board	1/9/2003
Maple Valley/Black Diamond Chamber	1/15/2003
Bellevue/Lake Hills Library Advisory Board	1/16/2003
Burien City Council	1/27/2003
Burien Senior Center	1/29/2003
Downtown Bellevue	2/4/2003
Tukwila City Hall/Council	2/13/2003
Bellevue/Lake Hills Library Advisory Board	2/26/2003
UW iSchool	2/28/2003



**Editorials/News Media Coverage:**

DATE	PUBLICATION	HEADLINE	DESCRIPTION
1/26/2003	<i>The Seattle Times/PI</i>	Support Your Local County Library	Seattle Times & PI endorses KCLS Proposition 1
1/29/2003	<i>Eastside Journal &amp; South County Journal</i>	Library Bond Worthwhile Investment	The King County Journal endorses KCLS Proposition 1
1/30/2003	<i>Seattle PI</i>	Approve Libraries, Pools on Tuesday	Seattle PI endorses KCLS Proposition 1
2/4/2003	<i>South County Journal</i>	"Yes" on Library, School Measures	The King County Journal endorses KCLS Proposition 1

**2. Editorial board summary by year/purpose**

DATE	PUBLICATION	TITLE	TOPIC
4/19/2000	<i>South County Journal</i>	A World of Discovery Opens in Auburn	New library
6/29/2000	<i>South County Journal</i>	This Summer, Throw the Book at Your Children	Summer reading
8/19/2000	<i>The Seattle Times</i>	Harry Potter, For Free	Start of library card campaign
8/21/2000	<i>Eastside Journal</i>	Our View	Increasing library services to Spanish speaking patrons
1/17/2001	<i>Federal Way Mirror</i>	Keep a Watchful Eye on Children at All Times	It is up to parent to keep track of his or her child in public places
1/28/2002	<i>The Seattle Times</i>	Keep County Libraries Whole and Strong	Seattle Times endorses KCLS Proposition 1
1/31/2002	<i>South County Journal</i>	OK Library Levy	South County Journal endorses KCLS Proposition 1
1/31/2002	<i>Eastside Journal</i>	Library Levy Needed to Keep Services	Eastside Journal endorses KCLS Proposition 1



2/3/2002	<i>Eastside Journal</i>	Saying Yes Helps Library, Our Schools	Eastside Journal endorses KCLS Proposition 1
2/3/2002	<i>South County Journal</i>	Our Views for Tuesday's Election Ballot	South County Journal endorses KCLS Proposition 1
2/7/2002	<i>Eastside Journal &amp; South County Journal</i>	What Voters Said About Government	Voters support local government, especially public services they consider to be essential
8/15/2002	<i>Eastside Journal</i>	Child Porn, Libraries and Police Probes	Library officials not serving public interests with lawsuit regarding search warrants
8/21/2002	<i>The Seattle Times</i>	In Kent, Cops Swoop, Librarians Prevail	Libraries working with law-enforcement, not against, in regard to child pornography
1/26/2003	<i>The Seattle Times/PI</i>	Support Your Local County Library	Seattle Times & PI endorses KCLS Proposition 1
1/29/2003	<i>Eastside Journal &amp; South County Journal</i>	Library Bond Worthwhile Investment	The King County Journal endorses KCLS Proposition 1
1/30/2003	<i>Seattle PI</i>	Approve Libraries, Pools on Tuesday	Seattle PI endorses KCLS Proposition 1
2/4/2003	<i>South County Journal</i>	"Yes" on Library, School Measures	The King County Journal endorses KCLS Proposition 1
6/24/2003	<i>King County Journal</i>	Libraries Should Install Porn Filters	Libraries should install porn filters on public access computers
8/15/2004	<i>King County Journal</i>	Library Bonds Needed to Serve Growing Needs	The King County Journal endorses Sept. 14th KCLS bond measure



8/30/2004	<i>Seattle PI</i>	Voting for Good Reads	Seattle PI endorses Sept. 14th KCLS bond measure
9/5/2004	<i>Seattle PI</i>	PI's Election Picks	Seattle PI endorses Sept. 14th KCLS bond measure
9/6/2004	<i>The Seattle Times</i>	Yes for King County Library Bonds	Seattle Times endorses Sept. 14th KCLS bond measure
9/9/2004	<i>The Seattle Times</i>	Previously endorsed by The Times	Seattle Times endorses Sept. 14th bond measure
9/12/2004	<i>The Seattle PI</i>	PI's Election Picks	Seattle PI endorses Sept. 14th KCLS bond measure
9/12/2004	<i>The Seattle Times</i>	The Times Endorses...	Seattle Times endorses Sept. 14th KCLS bond measure
9/13/2004	<i>Daily Journal of Commerce</i>	County Libraries Need Your Support	Daily Journal of Commerce supports Sept. 14th KCLS bond measure

**3. Summary of total government agency visits from 2000 and purpose**

KCLS regularly communicates with other government agencies in the normal course of conducting its activities. All government agency lists and interactions were documented monthly in Bill Ptacek's calendar and Director's Report. [See Attachment A: Government Activities-Calendar.]

**4. Summary of number of community events in which Library staff and/or board members have participated since 2000 and information distributed**

KCLS has approximately 1200 staff members that serve 33 different cities. We serve 18 school districts and provide extensive outreach services to schools, daycares, retirement communities, youth clubs, and the like. With our libraries at the heart of each community we serve, maintaining a highly visible presence in the community is a priority, and as such, staffs at each library are actively involved in attending a multitude of community events and meetings. This includes involvement with chambers of commerce, Rotary groups, service clubs, book clubs, senior and community centers, non-profit agencies, school organizations—the list is extensive by community and is not monitored and tracked by the library system. While we do not have a



comprehensive list of all community events in which Library staff and trustees have participated, Attachment B reflects a record of many of the organizations, agencies and community groups we have kept in regular contact with over the past 4-5 years. [See Attachment B: Community Groups.]

Information presented at parades, PTA meetings, public booths, and the other events included programs, classes, services, information about the Library's collection and special initiatives, as well as relevant System-wide news (i.e., Summer Reading Program, Storyfest, etc.)

**5. Summary of materials, including banners, handouts, etc. made available at library sites going back to calendar year 2000**

Below, we summarize the nature and amount of information distributed. For complete details, please see Attachment C: Summary of Community Relations Materials.

**Total Materials Created:**

Year 2000: 3,180,387  
Year 2001: 1,095,778  
Year 2002: 4,494,932  
Year 2003: 3,659,754  
Year 2004: 1,698,509

**Postcard Mailings and distribution:**

- **2001 Internet Choice Postcard** – mailed to all households in our service area (438,387)
- **2002 Library Choices Postcard** – mailed to all households in our service area (554,188)
- **2004 Bond Postcard** – mailed to all households in our service area (532,582)

**6. Costs for producing and distributing information for the 2004 bond election, including the number of videotapes produced and how they were distributed**

Costs for producing public information materials for the 2004 bond election are reflected below. As noted in the chart, some of the work commenced in 2003 and was paid out of the 2003 budget.

ITEM	Paid in 2004	Paid in 2003
In-house printing costs (paper, ink, supplies	\$5000	
Brochures, bookmarks, poster, mousepad inserts, and other outsourced print materials	\$13,363	
Banners	\$8194	
Postcard production/mail prep	20,963.52	
Static Window Sticker	\$1256.00	



Translation Costs	\$615	
Video copies	\$300	
Design and layout of all print materials	0	\$19,500
Video (one copy made available per library and presenters). Total qty produced: 75	0	\$11,500
Postage to cover mailing costs		\$36,748
<b>TOTALS</b>	<b>\$49,691.52</b>	<b>\$67,748</b>

If you have questions, please contact Julie Wallace at 425.369.3273 or by email at [jwallace@kcls.org](mailto:jwallace@kcls.org). Please note KCLS is closed on December 24, 2004 for the holidays.

Sincerely,



Bill Ptacek  
Director

Attachments

cc: Grace Yuan and Stephen A. Smith, Preston Gates



## **DIRECTOR'S REPORT**

### **JULY 2004**

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#### **GOVERNMENT RELATIONS**

Presentations to area city councils continued this month. All councils are being asked to consider a resolution in support of the September 14 bond measure. This week alone four councils are expected to formally pass such resolutions. Nine other cities are working toward similar action. With the help of the Library Advisory Board, the City of Lake Forest Park, which declined a presentation, will consider a resolution of support on August 12.



Thus far, only a few cities have not allowed KCLS to make **bond presentations**. The cities of Medina and Clyde Hill requested written materials and a sample resolution. Beaux Arts has not responded. The City of Woodinville did not have room on their agenda; however, Don Julien, Manager of the Woodinville Library will address the issue during the public comment portion of an upcoming meeting. The City of Redmond is trying to decide if they will ask for a levy lid lift on September 14. The Mayor and the Council seem to disagree about placing the measure on the ballot. The Redmond Mayor advised KCLS that the bond measure would not be heard amidst this discussion.

Mark Berry, Kari Glover and I made a presentation this week to the **Municipal League**, who seemed supportive of the Bond Measure. We anticipate they will recommend support of the measure to their board. As it has been over the past couple of months, the bond video was a valuable tool for providing an overview of the bond measure. Most questions were focused on the relationship between the operating and capital budgets. We were able to tell the Municipal League that Redmond, Newcastle and Southwest King County Chambers of Commerce have endorsed the bond measure, while several other chambers are in the process of doing so.

Staff at the Auburn and Muckleshoot libraries met with representatives of the **Muckleshoot Tribe**. The Tribe is very interested in a library in the location KCLS identified as most desirable. Regardless of the outcome of the bond election, they discussed funding the new library themselves. People for Libraries are attempting to solicit financial support for the bond election *campaign* from the tribe.

The Muckleshoot Tribe is mounting strong opposition to the Eyman Initiative 872, which would allow non-tribal gambling throughout Washington. It is likely that Eyman turned in enough signatures to qualify I-872 for the November ballot. **Initiative 864**, a measure that would have reduced regular property tax levies for counties, cities and other local taxing districts by 25% beginning in 2005, failed to get enough signatures to qualify for the November 2004 ballot. On July 2, Tim Eyman turned in only 156,000 signatures, far short of the required amount. One observer noted that a strong wind blew many of the signatures away. Because Eyman did not turn in the signatures, there is no way to know how many were valid. Given the amount of money spent on signature gatherers it is likely that about 100,000 of the signatures came from petition-mail-in supporters.

#### **OPERATIONS**

KCLS is moving forward with the **new employment process** with help from managers throughout the System. Current and potential substitute librarians and library assistants have completed the screening and interview processes, as well as the assessment exercise. Rejection letters were sent to about 20% of KCLS' current substitute applicants who, after August 15, will not be eligible to work at KCLS. Employment counseling has been arranged for these individuals. At the same time, it is exciting to have so many quality candidates for the substitute pool and the pool of applicants for open positions.

Nancy Henkel, Assistant Manager of the Maple Valley Library, has taken up her temporary position of **Bond Election Liaison**. She is working with the Bond Election Steering Team (BEST) to ensure every aspect of the public information effort is covered. She will provide an update at the Board meeting. Staff at all KCLS libraries has been organizing outreach efforts to the extent that almost 200 presentations to community groups have already been or will be made. Bond election materials are available in all the libraries, the materials for the Voter's Pamphlet have been submitted and the ballot language has been finalized.

During the Initiative 864 signature drive, many of us spent time our off-library time at Wal-marts, K-Mart's and Target stores. During such visits, we noticed the incredible number of young families frequenting those stores. That's why we've arranged to have the **ABC Express** travel to those stores to encourage parents of preschoolers to read to their kids and promote early literacy. Staff members handed out Summer Reading Program materials, "Every Child Ready to Read" bookmarks, "I visited ABC Express" stickers and balloons. Customers were



encouraged to checkout books and apply for library cards. The response to these store visits was mixed. Families were often reluctant to use the trip for library activities and many shoppers were from outside King County. KCLS will try to identify more appropriate sites for visits outside of daycare centers and schools. The Early Literacy Committee and social marketing guru, Nancy Lee, will help determine the best way to market this activity.

Implementation of the new **Integrated Library System (ILS)** is progressing well. Staff members have begun training on the new software. KCLS will transfer information to the new system in August and then go live with the new ILS on October 12.

As part of this and the Automated Materials Handling (AMH) project, KCLS has continued investigating **Radio Frequency Identification Devices (RFID)**. While there are currently no fool-proof systems, the technology may still provide sufficient security measures for frequently stolen materials. KCLS is considering piloting the use of RFID tags, which cost about \$0.50 each, at the Library Connection @ Southcenter or the Newport Way Library. The equipment needed for checkout and security are relatively inexpensive per site. This may be a project we pursue in 2005 after the new ILS and AMH systems are in place.

#### **OTHER**

**John Sheller**, Manager of the Federal Way 320<sup>th</sup> Library was one of the casualties of the anti I-864 campaign. He is also the current president of the Washington Library Association (WLA). A couple of months ago, on his own time, John visited the Sam's Club at the Auburn SuperMall to hold his sign next to a signature gatherer. The store, which had authorized the signature gatherer to be there, asked John to leave. John was arrested by the Auburn police and charged with criminal trespassing. He has hired an attorney and is due in court later this month. John could be facing 90 days in jail and a fine of \$1,000. The Washington library community is contributing to John's legal defense fund.

The **Washington State Public Library Directors** met last week in Federal Way. Presentations were made by Bridgett Chandler with the Talaris Institute about early childhood learning and by Gary Long, Burien City Manager about the role of libraries in economic development. Representatives from Americorps Literacy presented information about the role of libraries in helping acculturate people new to this country. The Public Library Directors also talked about plans for the upcoming legislative session, which could include bills to allow library districts to use small works rosters for public works projects, multiple year levy lid lifts and laws that provide oversight of the signature gathering process for initiatives.

#### **KCLS FOUNDATION**

The KCLS Foundation Board members will gather for their **annual retreat** on Thursday, July 29. The focus will be on board effectiveness, teamwork, recruitment and fun. This has been a very busy year for board members and it's a good opportunity to take a breath, take a look inward, build on board strengths and take a look at future projects.

The **Foundation's Scholarship Committee** selected two highly qualified KCLS staff members to receive financial. These staff members are expanding their knowledge and skills by pursuing graduate degrees in library science. The Foundation Board members are delighted to provide this assistance to KCLS staff members in their efforts to pursue lifelong learning and reach their educational and career goals. Congratulations to this year's recipients:

- **Melissa Falgout** is a Library Assistant at the Boulevard Park Library and will begin her first year in the graduate program at the University of Washington's Information School this Fall. She has worked at KCLS since 2000, and has served on a number of committees. She will receive a scholarship award of \$3,000.
- **Stacey O'Shea** is a Library Technical Assistant at the Covington Library and will also begin her first year in the graduate program at the University of Washington's Information School this Fall. She has worked in a variety of positions at KCLS since 1984 and has served numerous committees. She will receive a scholarship award of \$2,000.



## COMMUNITY RELATIONS/GRAPHICS

### **KCLS Capital Replacement Bond Activities Report: Nancy Henkel, Staff Liaison**

The Bond Election Steering Team (BEST) was formed in the summer of 2003 to plan a strategy for disseminating information to the public. Since that time, many activities have taken place in support of this effort.

BEST began by holding a series of **Satellite Training sessions** to alert staff about the upcoming election and to give them tools to answer questions they may be asked by the public. A total of 24 sessions were held at libraries throughout the System with more than 600 staff members attending. These trainings reviewed the key messages of the information effort including the value of the library, the need for the bond, the cost to voters and the benefits resulting from passage of the bond.

In addition to efforts to involve and inform staff, there have been significant opportunities to share information with the public. Brochures, booklists, posters, banners and flyers have been distributed to community libraries and made available to patrons. Seven KCLS libraries (Auburn, Fairwood, Federal Way Regional, Kent Regional, Redmond Regional, Shoreline and Federal Way 320<sup>th</sup>) have planned Bond Open Houses for the public to attend, ask questions and offer comments. Library displays, community parades and local festivals have also provided an avenue for staff to share bond information with the public. KCLS Web librarian Lisa Hill created an inviting bond webpage at [www.kcls.org](http://www.kcls.org), which has received nearly 7,000 hits since June.

In early July, I arrived at the Service Center from the Maple Valley Library to fulfill the role of "Bond Champion." Over the past several weeks I have been engaged in a variety of activities, including visiting 20 community libraries. These visits are designed to help answer staff and patron questions, identify outstanding library displays that could be duplicated at other branches, gather community reaction to the bond election, and encourage staff to continue their efforts. I have also been speaking at KCLS staff meetings, attending community events (i.e. StoryFest, White Center Jubilee Days), speaking to community groups and answering questions from staff and the public about the bond. I also provided presentations about the bond at two Library Advisory Board Orientation nights.

KCLS administration has also been proactive about taking the bond message beyond the library to community groups such as Rotary and Kiwanis as well as city and business groups. At this point 140 presentations have been or are scheduled to be made, including 26 city council meetings, 10 school boards meetings and 8 chambers of commerce. To date, three of these Chambers endorsed the bond.

### **Heart of the Community - Conversation Corner @ Storyfest**

The Heart of the Community "community dialogues" will start this weekend at Storyfest with a "Conversation Corner" involving the League of Women Voter's, Conversation Café and Let's Talk America. Information will be available throughout the festival about these efforts, and volunteers from the League of Women Voters will be conducting voter registration.

# Conversation Corner

*When was the last time you had a fascinating conversation with someone new?*

Brought to you by the King County Library System in partnership with:

Conversation Café    •    Let's Talk America    •    League of Women Voters





## Kurt Young

**From:** Bill Ptacek [billp@kcls.org]  
**Sent:** Wednesday, December 29, 2004 12:06 PM  
**To:** Phil Stutzman; Kurt Young  
**Cc:** steves@prestongates.com; grace@prestongates.com  
**Subject:** King County Rural Library District; PDC Case No. 05-125  
**Importance:** High

December 29, 2004

Mr. Philip E. Stutzman  
Mr. Kurt Thomas  
Director of Compliance  
State of Washington  
Public Disclosure Commission  
P.O. Box 40908  
Olympia, WA 98504-0908

Re: King County Rural Library District; PDC Case No. 05-125

Dear Messrs. Stutzman and Thomas:

This letter responds to the supplemental information request that you made during the interviews on December 27, 2004. You requested summary information whether the community visits made by personnel of the King County Rural Library District ("KCLS") in the years 2001 through 2003 were similar to those made during 2004. In addition, an issue arose during the interviews regarding whether KCLS referred to Judges Richard Eadie and LeRoy McCullough as "Judges" in minutes or other communications. We respond to both questions in the affirmative.

### Summary of Responses:

1. Community Visits: A survey of staff and a review of available documentation of outreach activities between 2001 and 2004 show the outreach activities conducted during the 2004 Bond Public Information effort were consistent with outreach efforts from the beginning, and that 2004 activities were not unusual. In fact, outreach activities by library staff often far surpassed the outreach done during the 2004 Bond Public Information effort as evidenced by the examples cited below.

2. References to "Judges": With few exceptions, Judges Eadie and McCullough are referenced as Judges in KCLS communications, including its website and Board minutes.

### Discussion:

1. Community Visits: The King County Library System was established in 1942 to serve residents of unincorporated King County. As towns and cities incorporated within the service area, their residents voted to annex to the library district. Since those earliest days, **community outreach** has been a normal and customary part of KCLS' mission to inform and serve all people, and to be at the heart of the communities we serve.

To fully explain the options for library services, outreach to the public has been an essential and consistent part of our responsibility to the community: to inform media, schools, Friends groups, local community groups, service organizations and local businesses. Citizens of 33 cities have voted to annex to the King County Library System, and based their choices on factual information. In addition to the customary public information KCLS provides for all library programs, services and events, additional outreach has been customary for library openings, annexations and special issues.

12/29/2004

EXHIBIT #12  
Page 1 of 2



In sum, KCLS has determined that its community visits in 2004 were consistent with the number of visits in the years 2001 through 2003. However, we note that the 2004 visits were actually less than the number of visits in 2003, as identified below:

- *At our SE cluster of libraries (Covington, Maple Valley, Black Diamond), in 2003:* 5 staff members attended an average of 10 Black Diamond/Maple Valley and Covington Chamber meetings (**50**); 6 staff members attend monthly community group meetings such as the Maple Valley Service Group Committee, Children's Home Society Board of South King County, Kiwanis, etc. (average of **60** per year); **60+** visits were made by children's librarians to the schools; teen librarians made a total of **15** visits; an average of 15 staff participated in the Black Diamond, Covington and Maple Valley parades (**45**); and we hold monthly Story Times at the Maple Valley Park and Recreation department; the Cities of Maple Valley and, Black Diamond and Covington list library programs, services and happenings on a monthly basis.
- *At just the Bellevue Regional Library alone, in 2003:* **98** visits were made in schools by children's librarians; **36** visits and presentations were made by the Managing Librarian and other staff to the Chamber, Bellevue Downtown, Rotary, Eastside Heritage Center, etc.—for a total of 134 visits in that specific community.
- *In a single month in 2003, administrative staff alone (Director, Associate Directors, Managers) average:* 20 visits and contacts with school administrators; 48 visits and meetings with local cities and governmental agencies; 30 meetings with other organizations and Boards.

Please advise us if you have any questions regarding our informal survey.

2. References to "Judges": LeRoy McCullough and Richard Eadie are referred to in the Board Minutes and on the Board web page (<http://www.kcls.org/board/board.cfm>) as Judges. In the minutes they're referred to as Judges only in the "Present" listing, and are otherwise listed by first and last name.

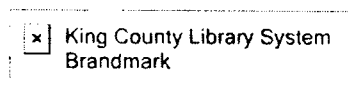
We trust that we have been responsive to your questions. Please advise us if you require additional information.

Very truly yours,

Bill Ptacek  
Director

Cc: Stephen A. Smith and Grace Yuan, Preston Gates Ellis LLC



[Close Window](#) | [Click to Print](#)**Section 6, Item #5****Community Liaison****Date of Origin:****Date(s) of Revision: 6/94**

Community libraries need to be an integral part of the community in order to provide the best service. Branch managers are expected to make efforts to meet the political representatives in the area and to participate in community activities.

To assist libraries in developing community connections, King County Library System will pay membership fees or dues for one community organization per location. Examples are Chamber of Commerce, Merchant's Association, and services clubs. Attendance at regular meetings of these organizations will be considered work time.

Other options for developing contacts are:

- Participation in community festivals
- Making presentations at community group meetings
- Attending city council or homeowners association meetings
- Cooperating with community social agencies in presenting programs
- Inviting community groups to use the meeting room
- Introducing yourself when patronizing merchants in the area
- Distributing program flyers and posters
- Encouraging staff who live in the area to participate in community events

Opportunities and needs in each community are different. Developing an appropriate level of community liaison should be a part of the goal-setting process and discussed with the Associate Director annually.



System-wide and HR Membership  
fees, trade show and job fairs  
Acct Number: 1590.52740  
Date Approved

Due Date	BU	Description	Description	Basic Fee	General , Total Bill	Remainder
12/26/2001	1/30/2002 Kirkland	Chamber	Jan 2002 - Dec 2002	\$130.00	\$130.00	\$24,000.00
12/27/2001	1/25/2002 HR	WAPELRA	Jan 2002 - Dec 2002	\$150.00	\$150.00	\$23,870.00
12/27/2001	1/30/2002 Finance	WFOA-Toy	Jan 2002 - Dec 2002	\$50.00	\$50.00	\$23,720.00
12/28/2001	White Center	Chamber	Jan 2002 - Dec 2002	\$88.00	\$88.00	\$23,670.00
1/7/2002	ITS	CODI	Jan 2002 - Dec 2002	\$75.00	\$75.00	\$23,582.00
1/11/2002	1/6/2002 Maple Valley	Maple Valley/Black Diamond Chamber	Jan 2002 - Dec 2002	\$150.00	\$150.00	\$23,507.00
1/24/2002	Des Moines	Greater DM Chamber	Jan 2002 - Dec 2002	\$50.00	\$50.00	\$23,357.00
1/29/2002	Snoqualmie	Sno Valley C of C	Jan 2002 - Dec 2002	\$125.00	\$125.00	\$23,307.00
1/29/2002	North Bend	Sno Valley C of C	Jan 2002 - Dec 2002	\$137.00	\$137.00	\$23,182.00
1/31/2002 NA386391	HR	Personnel Law Update	Jan 2002 - Dec 2002	\$173.80	\$173.80	\$23,045.00
2/6/2002	Redmond	Lions Club	Jan 2002 - Dec 2002	\$105.00	\$105.00	\$22,871.20
2/7/2002	HR	AWC	Jan 2002 - June 2002	\$750.00	\$750.00	\$22,766.20
2/11/2002	3/1/2002 Redmond	Greater Redmond Chamber	Jan 2002 - June 2002	\$230.00	\$230.00	\$22,016.20
3/4/2002	Skyway	Greater Skyway Business Association	Jan 2002 - June 2002	\$50.00	\$50.00	\$21,786.20
3/7/2002	Black Diamond	Maple Valley/Black Diamond Chamber	Jan 2002 - June 2002	\$150.00	\$150.00	\$21,736.20
3/18/2002	Woodinville	Woodinville Chamber of Commerce	Jan 2002 - Dec 2002	\$355.00	\$355.00	\$21,586.20
4/12/2002	Kingsgate	Greater Kirkland Chamber of Commerce	May 2002 through April 2003	\$130.00	\$130.00	\$21,231.20
4/12/2002	on receipt	Greater Kirkland Chamber of Commerce	2002	\$262.00	\$262.00	\$21,101.20
4/28/2002	6/1/2002 Lake Hills	Mercer Island Rotary Club	6/1/02 - 5/31/02	\$408.00	\$408.00	\$20,839.20
5/1/2002 01-007558	Issaquah	Bellevue Chamber of Commerce	Annual Dues	\$175.00	\$175.00	\$20,431.20
5/22/2002	PS/Programs	Greater Issaquah Chamber of Commerce	Jan 2002 - Dec 2002	\$50.00	\$50.00	\$20,256.20
7/3/2002	Redmond	PNBA	July 2002 - Dec 2002	\$150.00	\$150.00	\$20,206.20
7/3/2002	Auburn	Lions Club	7/01/02-6/30/02	\$158.00	\$158.00	\$20,056.20
7/3/2002	Burien	Auburn Area Chamber of Commerce	9/01/01-9/01/02	\$175.00	\$175.00	\$19,898.20
7/12/2002	Federal Way Regional	SWKC Chamber of Commerce	2002-2003	\$125.00	\$125.00	\$19,723.20
8/23/2002	Al-Pac	Fed Way Sunrise Rotary	2002	\$35.00	\$35.00	\$19,598.20
8/29/2002	Payroll	White River Valley Museum	through 10/31/03	\$155.00	\$155.00	\$19,408.20
9/13/2002	9/30/2002 Covington	APA membership	2003	\$40.00	\$40.00	\$19,368.20
9/24/2002	Bellevue	FOLUSA	10/1/02 to 9/30/03	\$229.00	\$229.00	\$19,139.20
10/11/2002	Covington	Bellevue Chamber of Commerce	2003	\$275.00	\$275.00	\$18,864.20
11/15/2002	Des Moines	Covington Chamber of Commerce	6/25/1905	\$230.00	\$230.00	\$18,634.20
11/21/2002	Bothell	Northshore Chamber of Commerce	through August 2004	\$275.00	\$275.00	\$18,359.20
11/29/2002	PS/Programs	Friends of Mystery	Jan - Dec 2003	\$35.00	\$35.00	\$18,324.20
12/17/2002	White Center	White Center Chamber of Commerce	2003 membership	\$88.00	\$88.00	\$18,236.20
12/20/2002	Bellevue	Bellevue Downtown Association		\$157.50	\$157.50	\$18,078.70
				\$0.00	\$0.00	\$18,078.70
				\$0.00	\$0.00	\$18,078.70
				\$0.00	\$0.00	\$18,078.70
				\$0.00	\$0.00	\$18,078.70
				\$5,921.30	\$5,921.30	\$18,078.70



System-wide and HR Membership  
fees, trade show and job fairs  
Ir Acct Number: 1590.52740  
C Date Approved

Due Date	To A/P	BU	Description	Description	General Basic Fee	Total Bill	Remainder
09/26/03	1/1/2003 Admin	Admin	ULC	2003	\$7,000.00	\$7,000.00	\$24,000.00
06/19/03	1/1/2003 Admin	Admin	WLA	2003	\$9,175.00	\$9,175.00	\$17,000.00
09/23/03	1/1/2003 Admin	Admin	ALA	2003	\$1,560.00	\$1,560.00	\$7,825.00
11/19/2003	09/26/03 Al-Pac/Auburn	Auburn	White River Valley Museum	September 2003-2004	\$35.00	\$35.00	\$6,265.00
	06/19/03 Auburn	Auburn	Auburn Area Chamber of Commerce	7/1/03-6/30/04	\$166.00	\$166.00	\$6,230.00
	09/23/03 Bellevue	Bellevue	Bellevue Chamber of Commerce	10/1/03 to 9/30/04	\$236.00	\$236.00	\$6,064.00
	11/19/03 Bellevue	Bellevue	Bellevue Downtown Association	2004 membership	\$250.00	\$250.00	\$5,828.00
	04/26/03 Black Diamond	Black Diamond	Maple Valley/Black Diamond Chamber	2003	\$150.00	\$150.00	\$5,578.00
	06/19/03 Bothell	Bothell	Northshore Chamber of Commerce	2003	\$0.00	\$0.00	\$5,428.00
10/16/2003	06/19/03 Burien	Burien	SWKC Chamber of Commerce	7/01/03-7/01/04	\$175.00	\$175.00	\$5,253.00
10/23/03	10/16/2003 Covington	Covington	FOLUSA	2004	\$40.00	\$40.00	\$5,213.00
11/15/2002	10/23/03 Covington	Covington	Covington Chamber of Commerce	2004	\$275.00	\$275.00	\$4,938.00
1/13/2003	01/13/03 Des Moines	Des Moines	Des Moines Chamber of Commerce	2003	\$230.00	\$230.00	\$4,708.00
09/15/03	01/13/03 Federal Way Regional	Federal Way Regional	Federal Way Chamber	2003-2004	\$300.00	\$300.00	\$4,408.00
01/09/03	09/15/03 Federal Way Regional	Federal Way Regional	Fed Way Sunrise Rotary	2003-2004	\$150.00	\$150.00	\$4,258.00
06/17/03	01/09/03 Finance	Finance	GFOA-Glenicki	9/01/02 through 8/31/03	\$235.00	\$235.00	\$4,023.00
3/15/2003	01/17/03 Finance	Finance	GFOA-Glenicki	2003-2004	\$240.00	\$240.00	\$3,783.00
	01/09/03 Finance	Finance	WFOA-Toy	9/1/2003 thru 8/31/04	\$50.00	\$50.00	\$3,733.00
	5/15/2003 FW 320th	FW 320th	Federal Way Chamber (1time app fee)	Jan 2003 - Dec 2003	\$35.00	\$35.00	\$3,698.00
01/09/03	6/12/2003 FW 320th	FW 320th	Federal Way Chamber	2003	\$350.00	\$350.00	\$3,348.00
01/15/03	01/09/03 HR	HR	WAPELRA	Jan 2003 - Dec 2003	\$200.00	\$200.00	\$3,148.00
3/31/2003	02/21/03 HR	HR	AWC	Jan 2003 - Dec 2003	\$750.00	\$750.00	\$2,398.00
	3/31/2003 HR	HR	Conflict Management Institute	2003	\$75.00	\$75.00	\$2,323.00
	1/1/2003 HR	HR	Personnel Law Update	Jan 2002 - Dec 2002	\$0.00	\$0.00	\$2,323.00
05/21/03	1/1/2003 HR	HR	Seattle Community College	job fair	\$50.00	\$50.00	\$2,273.00
8/18/2003	05/21/03 Issaquah	ITS	Greater Issaquah Chamber of Commer	Annual Dues	\$185.00	\$185.00	\$2,088.00
06/12/03	8/18/2003 Kenmore	Kenmore	CODI	Jan 2002 - Dec 2002	\$0.00	\$0.00	\$2,088.00
07/10/03	06/12/03 Kingsgate	Kingsgate	Northshore Chamber of Commerce	2003	\$325.00	\$325.00	\$1,763.00
01/22/03	06/12/03 Lake Hills	Lake Hills	Greater Kirkland Chamber of Commer	May 2003 - April 2003	\$130.00	\$130.00	\$1,633.00
01/09/03	01/22/03 Maple Valley	Maple Valley	Chamber	Jan 2002 - Dec 2002	\$0.00	\$0.00	\$1,633.00
09/23/03	01/09/03 Mercer Island	Mercer Island	Bellevue Chamber of Commerce	6/1/03 - 5/31/03	\$242.00	\$242.00	\$1,391.00
02/10/03	01/23/03 North Bend	North Bend	Maple Valley/Black Diamond Chamber	Jan 2003 - Dec 2003	\$150.00	\$150.00	\$1,241.00
7/10/2003	09/23/03 Payroll	Payroll	Mercer Island Rotary Club	2002	\$0.00	\$0.00	\$1,241.00
	02/10/03 PS/Programs	PS/Programs	Sno Valley C of C	Jan 2003 - Dec 2003	\$135.00	\$135.00	\$1,106.00
	01/09/03 on receipt	on receipt	APA membership	through 10/31/04	\$165.00	\$165.00	\$941.00
02/10/03	03/01/03 Redmond	Redmond	PNBA	Jan 2003 - Dec 2003	\$60.00	\$60.00	\$881.00
01/31/03	01/31/03 Skyway	Skyway	Book Publishers Northwest	2003	\$40.00	\$40.00	\$841.00
12/17/2002	01/09/03 Snoqualmie	Snoqualmie	Friends of Mystery	through August 2004	\$0.00	\$0.00	\$841.00
08/08/03	02/10/03 White Center	White Center	Lions Club	Jan 2003 - June 2003	\$105.00	\$105.00	\$736.00
	01/31/03 Woodinville	Woodinville	Greater Redmond Chamber	Ar 1, 2003 to Feb 29, 200	\$245.00	\$245.00	\$491.00
			Greater Skyway Business Association	Jan 2003 - Dec 2003	\$50.00	\$50.00	\$441.00
			Sno Valley C of C	Jan 2002 - Dec 2002	\$0.00	\$0.00	\$441.00
			White Center Chamber of Commerce	Jan - Dec 2003	\$88.00	\$88.00	\$353.00
			Woodinville Chamber of Commerce	Jan 2002 - Dec 2002	\$0.00	\$0.00	\$353.00
				Jan 2003 - Dec 2003	\$385.00	\$385.00	-\$32.00
					\$0.00	\$0.00	-\$32.00
					\$0.00	\$0.00	-\$32.00
						\$17,032.00	



## Kurt Young

**From:** Julie Wallace [jwallace@kcls.org]  
**Sent:** Monday, January 10, 2005 5:12 PM  
**To:** Kurt Young  
**Cc:** Bill Ptacek; Smith, Stephen (SEA)  
**Subject:** RE: Breakdown of Costs of Materials for 2004 Bond Measure

Hi Kurt – Attached are the files related to the questions below.

Julie B. Wallace  
Community Relations/Graphics Manager  
King County Library System  
p. 425.369.3273  
f. 425.369.3255

Turn to us. The choices will surprise you.



Copies of 5 or 6 bookmarks that were distributed in 2004 (or in years prior) by KCLS that did not discuss or mention a levy or bond measure – ATTACHED AS PDF

A breakdown of the costs for the 2004 Bond Measure information that was produced and distributed by KCLS. Please separate out and include the costs for the brochure, bookmarks (also confirm how many versions were printed and amount), mouse pad inserts, posters and book bags (list total produced). Please breakdown all of the costs for each item to include in-house costs, outsourced print material costs, design costs and layout costs.

## 2004

ITEM	QTY	PRINT COST
<b>IN-HOUSE PRINTING/PRODUCTION</b>		Estimated cost for Paper, ink, supplies and design/layout for the items listed below
Individual Library Flyers	5000 per	See above
Translated information printouts	250 per	Same information as mailed postcard – in Spanish, Russian, Korean, Vietnamese, Chinese and Somali (KCLS' standard translations)
<b>Total</b>		<b>\$5000</b>
<b>OUTSOURCED PRINTING</b>		
Brochure	75000	<b>\$4488</b>
Bookmarks (3 designs)	20,000 each for total of 60,000	<b>\$3518</b>
Poster	800	<b>\$786</b>
Mousepad Inserts	2500	<b>\$544</b>
Bookmark Version 3 reprint	20000	<b>\$2173</b>
Round Sticker	2000	<b>\$1854</b>
<b>Total</b>		<b>\$13363</b>
<b>OTHER</b>		
Banners	60	<b>\$8194</b>
Postcards, production and mail prep	532582	<b>\$20963.52</b>
Static Window Sticker	60	<b>\$1256</b>
Translation costs (see above under IN-HOUSE PRINTING)	6 languages	<b>\$615</b>
Video Copies	75	<b>\$300</b>
Plastic Bookbags	60000 (standard quarterly order)	<b>\$15993</b>



King County Library System Costs for Information Produced for the Public  
(September 14, 2004 Bond Election)  
Summary Prepared by PDC Staff

Video	
▪ Production	\$ 11,500
▪ Copies (75)	<u>\$ 300</u>
Total Cost	\$ 11,800
Brochures for Libraries	\$ 4,488
Bookmarks	
▪ 3 designs (20,000 each – 60,000)	\$ 3,518
▪ Reprint of Version 3 (20,000)	<u>\$ 2,173</u>
Total Cost	\$ 5,691
Postcard Mailer (532,582)	
▪ Production and Mail Prep	\$ 20,964
▪ Translated Copies for Libraries	\$ 250 (Estimated 10,500 copies)
▪ Translation Costs	\$ 615
▪ Postage	<u>\$ 36,748</u>
Total Postcard Costs	\$ 58,577
Banners (60)	\$ 8,194
Posters (800)	
▪ Cost	\$ 786
▪ Flyers attached to Posters	<u>\$ 4,750</u>
Total	\$ 5,536
Mousepad Inserts (2,500)	\$ 544
Stickers	
▪ Round Stickers (2,000)	\$ 1,854
▪ Static Window Sticker (60)	<u>\$ 1,256</u>
Total Cost	\$ 3,110
Plastic Book Bags (60,000)	\$15,993
Total Costs	<u><b>\$113,933</b></u>





# LIBRARY ELECTION

September 14 2004



## Did You Know?

Over 90 percent of King County residents have a library card -- and they use it.

The Library System serves the academic needs of 230,000 students and educators in 438 public and private schools, grades K-12 and several thousand home schooling families each year.

There are 42 community libraries, open 52 weeks a year providing personalized services to the community.

King County Library System is available via the Internet 24 hours a day, seven days a week, 365 days a year. [www.kcls.org](http://www.kcls.org)

A bond measure will be on the ballot on September 14, 2004. This bond will cost each household less than the bond it will replace--approximately \$25 per year or the cost of one book. The bond must be approved by 60 percent of the voters in order to pass.

Turn to us.  
The choices  
will surprise you.



[www.kcls.org](http://www.kcls.org)

THIS AREA FOR  
CUSTOMIZATION





## Dear Library Patron,

Your King County Library System (KCLS) conducted an extensive community involvement effort, Library Choices, in 2002/03 to identify the priority needs for each community we serve. We heard directly from thousands of you, our library patrons, through outreach in every community.

And we listened.

You told us you value KCLS and believe the Library System plays an important role in the lives of children, youth, adults and seniors.

You told us having lifelong learning available to everyone is important to you. And you value the educational resources we provide that help the children in our communities succeed.

You told us quality facilities, expanded collections and excellent access to resources count. You told us expanding our Library System to meet changing needs, and maintaining high-quality facilities and services are important priorities.

Most importantly, you told us you rely on KCLS as a key resource. We weren't surprised, since the Library System itself was created by neighbors like you in 1942, and has enjoyed strong support for more than 60 years.

We heard you and have developed a 10-year facilities plan to meet your needs.

Based on what you told us, and the coming expiration of the capital funds provided through the 1988 bonds, the Library System board voted unanimously to place a \$172 million capital replacement bond measure on the September 14, 2004 ballot.

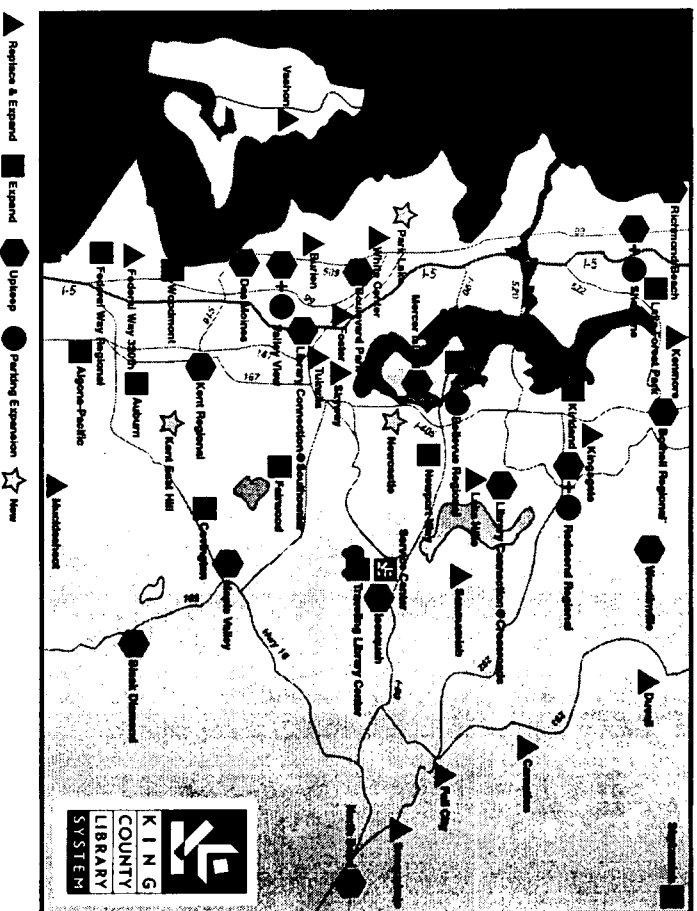
In this brochure, you'll find information about the replacement bond, and the resources needed to ensure that the Library System can continue to meet your needs and expectations over the next decade.

We're listening.

If you have questions, or want to know more, let us know! Find us at [www.kcls.org](http://www.kcls.org), or call 425.369.FACT (3228) or 425.369.3275 for more information.

Sincerely,

KCLS Board of Trustees  
Judge Richard Erdle  
Tobias Washington, Jr.  
Wei-Fong Lee  
Charlote Spitzer  
Judge LeRoy McCullough



## We Heard You!

You told us you want to see the Library System's collection of books, materials and resources continue to grow, access to technology expanded, and new libraries built to meet our growing requirements.

You also want us to take good care of the libraries we have now, and to operate a cost-effective and efficient Library System that meets the expectations of children, families and neighborhoods over the long term. We'll do that, too. This map shows you how.

Turn to us.  
The choices  
will surprise you.





## Meeting Community Needs

Our communities fund King County Library System, and have for more than 60 years. But our current bond measure will soon expire. To meet community needs, maintain a strong Library System and plan appropriate facilities for the next decade, replacement funding is essential.

Our region has changed a lot over the years, and the Library System has kept pace by expanding facilities and services to meet the needs of changing communities. In the past 10 years, library use has increased 40 percent. Ultimately, this growth has limited your access to resources.

At the same time, existing facilities are aging, and maintenance costs continue to escalate. In fact, over the next 10 years it will cost a minimum of \$46.1 million to keep the Library System as it is, with no changes or improvements.

If passed by voters, the \$172 million capital replacement bond measure on the September 14, 2004 ballot will replace the expiring 1988 bond revenue and provide funding for the Library System's 10-year capital budget. Without that funding, the Library System will not have a capital budget to pay for basics like maintenance, major repairs or structural modifications of our current libraries.

This replacement bond would cost each household less than the bond currently in place—an average of \$25\* per year, the cost of one book. The bond must be approved by 60 percent of voters in order to pass.

\*Based on a \$300,000 home. Cost is .08/\$1,000 assessed valuation.

## Did You Know?

More than 90 percent of King County residents have a library card—and use it.

The Library System serves the academic needs of 230,000 students and educators in 438 public and private schools, grades K-12 and several thousand home schooling families each year.

King County Library System staff handled more than 3 million inquiries in person or via telephone, e-mail or live online chat last year alone.

There are 43 community libraries, open 52 weeks a year providing personalized services to the community.

King County Library System is available via [www.kcls.org](http://www.kcls.org) 24 hours a day, seven days a week, 365 days a year.

Turn to us.  
The choices  
will surprise you.



[www.kcls.org](http://www.kcls.org)



**LIBRARY  
ELECTION**

September 14 2004

EXHIBIT #17  
Page 3 of 3



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960 Newport Way NW  
Issaquah, WA 98027

NONPROFIT  
ORGANIZATION  
U.S. POSTAGE  
PAID  
Seattle, WA  
Permit No. 3064



# LIBRARY ELECTION

September 14 2004





# LIBRARY ELECTION

September 14 2004

King County Library System is community funded and has been for more than 60 years. But our current bond measure will soon expire. To meet community needs, maintain a strong Library System and plan appropriate facilities for the next decade, *replacement funding is essential.*

If passed by voters, the \$172 million capital replacement bond measure on the *September 14, 2004* ballot will replace the expiring 1988 bond revenue and provide funding for the library's 10-year capital budget.

This replacement bond would cost each household *less than the bond currently in place—an average of \$25\* per year*, the cost of one book. The bond must be approved by 60 percent of voters in order to pass.

If you have questions, or want to know more, visit [www.kcls.org](http://www.kcls.org) or call 425.369.FACT (3228) or 425.369.3275 for more information.

\*Based on a \$300,000 home. Cost is .08/\$1,000 assessed valuation.

Turn to us.  
The choices  
will surprise you.



[www.kcls.org](http://www.kcls.org)





# LIBRARY ELECTION

September 14 2004





## Did You Know?

- The Library System serves the academic needs of 230,000 students and educators in 438 public and private schools, grades K-12 and several thousand home schooling families each year.
- KCLS provides homework assistance, tutoring resources and programs such as Story Times to enhance literacy skills.
- A \$172 million capital replacement bond measure will be on the ballot September 14, 2004. This bond will cost each household less than the bond it will replace—an average of \$25\* per year, or the cost of one book. The bond must be approved by 60 percent of voters in order to pass.

\*Based on a \$300,000 home.  
Cost is eight cents per \$1,000 assessed valuation.

For more information call:  
425.369.FACT (3228) or  
425.369.3275



 [www.kcls.org](http://www.kcls.org)





# LIBRARY ELECTION

September 14 2004





## Did You Know?

- Overall library usage has increased 40 percent during the past decade.
- KCLS meets the needs of the home-bound and seniors through the Traveling Library Center.
- A \$172 million capital replacement bond measure will be on the ballot September 14, 2004. This bond will cost each household less than the bond it will replace—an average of \$25\* per year, or the cost of one book. The bond must be approved by 60 percent of voters in order to pass.

\*Based on a \$300,000 home.  
Cost is eight cents per \$1,000  
assessed valuation.

For more information call:  
425.369.FACT (3228) or  
425.369.3275



 [www.kcls.org](http://www.kcls.org)





# LIBRARY ELECTION

September 14 2004





## Did You Know?

- KCLS offers free career and employment resources for job seekers.
- KCLS provides access to technology resources—computer workstations, wireless and Internet access.
- A \$172 million capital replacement bond measure will be on the ballot September 14, 2004. This bond will cost each household less than the bond it will replace—an average of \$25\* per year, or the cost of one book. The bond must be approved by 60 percent of voters in order to pass.

\*Based on a \$300,000 home.  
Cost is eight cents per \$1,000 assessed valuation.

For more information call:  
425.369.FACT (3228) or  
425.369.3275



■ [www.kcls.org](http://www.kcls.org)





# LIBRARY ELECTION

September 14 2004

## WHAT:

\$172 million capital bond to *replace* the expiring 1988 bond and provide funding for essential maintenance and upkeep for the next ten years.

*This is not a new tax.*

## COST:

Less than the current bond—an average of \$25\* per year.

\*Based on 8¢ per \$1,000 assessed value of a \$300,000 home.

For information about what it means for your library see the poster and materials in the library, visit [www.kcls.org](http://www.kcls.org) or call 425.369.FACT (3228) or 425.369.3275.





# LIBRARY ELECTION

September 14 2004

KCLS Bond Election Banner 96"x72"



# LIBRARY ELECTION

September 14 2004



## Did You Know?

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There are 42 community libraries, open 52 weeks a year providing personalized services to the community.

King County Library System is available via the Internet 24 hours a day, seven days a week, 365 days a year. [www.kcls.org](http://www.kcls.org)

A bond measure will be on the ballot on September 14, 2004. This bond will cost each household less than the bond it will replace: approximately \$25 per year or the cost of one book. The bond must be approved by 60 percent of the voters in order to pass.

Turn to us.  
The choices  
will surprise you.



[www.kcls.org](http://www.kcls.org)

THIS AREA FOR  
CUSTOMIZATION



EXHIBIT #21  
Page 2 of 2

KCLS Poster



**Phil Stutzman**

**From:** Julie Wallace [jwallace@kcls.org]  
**Sent:** Wednesday, January 12, 2005 1:50 PM  
**To:** Phil Stutzman  
**Cc:** steves@prestongates.com; Bill Ptacek  
**Subject:** Flyer

Hi Phil – Got your message about providing an example of the flyer that was adhered to the poster. I have attached Bellevue Regional as an example. Also, the qty of 5000 per library was an estimate – libraries got a variety of quantities based on their size and location. The larger libraries like Bellevue, Redmond, Federal Way, got 5000 but the smaller ones did not. I would estimate the total quantity at about 75,000.

I would also like to inquire where you are at in your process, as we have not yet received a copy of any report. Thanks very much.

**Julie B. Wallace**  
Community Relations & Graphics Manager  
King County Library System  
p.425.369.3273  
f. 425.369.3255  
c. 206.595.5624

**Turn to us. The choices will surprise you.**





# WHAT THE REPLACEMENT BOND MEANS FOR YOUR LIBRARY

*Please take one*

The King County Library System has been community funded and supported for more than 60 years. But our current capital bond will soon expire. To meet community needs, maintain a strong Library System and plan appropriate facilities for the next decade, replacement funding is needed.

If passed by 60% of voters, the \$172 million library replacement bond measure on the September 14, 2004 ballot will replace the expiring 1988 bond revenue and provide funding for the Library System's 10-year capital budget.

## **Plans for Bellevue Regional Library**

- ▶ Parking expansion to double the amount of available parking spaces and an additional 5,000 sq. ft. community meeting room
- ▶ Essential upkeep and maintenance of your library over the next ten years
- ▶ Automated materials-handling system to speed delivery and reduce theft
- ▶ Access to more books and materials
- ▶ Proposed start date: 2009

### **Cost per household**

*8 cents per \$1,000 assessed home value*

\$200,000 home: \$16 per year  
\$300,000 home: \$24 per year

### **For more information**

- ▶ Inquire with your library staff
- ▶ Visit [www.kcls.org/replacementbond](http://www.kcls.org/replacementbond)
- ▶ Call 425.369.FACT or 425.369.3275
- ▶ E-mail [replacementbond@kcls.org](mailto:replacementbond@kcls.org)

See reverse for plans on other near-by libraries...



#### **Bellevue Regional Library**

- ▶ Parking expansion to double the amount of available parking spaces and an additional 5,000 sq. ft. community meeting room
- ▶ Essential upkeep and maintenance of your library over the next ten years
- ▶ Automated materials-handling system to speed delivery and reduce theft
- ▶ Access to more books and materials
- ▶ Proposed start date: 2009

#### **Fall City Library**

- ▶ A new 5,000 sq. ft. replacement library on the current site, including a community meeting room (current library is 2,960 sq. ft.)
- ▶ More books, materials, computers and wireless access
- ▶ Essential upkeep and maintenance of your library over the next ten years
- ▶ Automated materials-handling system to speed delivery and reduce theft
- ▶ Proposed start date: 2009

#### **Issaquah Library**

- ▶ Essential maintenance and upkeep over the next ten years to protect your investment in top-quality library facilities
- ▶ Access to more books and materials
- ▶ Automated materials-handling system to speed delivery and reduce theft

#### **Lake Hills Library**

- ▶ 10,000 sq. ft. library on a new, highly visible and accessible site (current library is 9,100 sq. ft.)
- ▶ More books and materials
- ▶ Additional computers and wireless access
- ▶ Essential upkeep and maintenance of your library over the next ten years
- ▶ Automated materials-handling system to speed delivery and reduce theft
- ▶ Proposed start date: 2008

#### **Library Connection @ Crossroads**

- ▶ Essential upkeep and maintenance of your library over the next ten years
- ▶ Access to more books and materials
- ▶ Automated materials-handling system to speed delivery and reduce theft

#### **Mercer Island Library**

- ▶ Essential maintenance and upkeep over the next ten years to protect your investment in top-quality library facilities

(Mercer Island continued)

- ▶ Access to more books and materials
- ▶ Automated materials-handling system to speed delivery and reduce theft

#### **Newport Way Library**

- ▶ A 2,000 sq. ft. expansion of the current 8,025 sq. ft. library
- ▶ More books and materials
- ▶ Additional computers and wireless access
- ▶ Essential upkeep and maintenance of your library over the next ten years
- ▶ Automated materials-handling system to speed delivery and reduce theft
- ▶ Proposed start date: 2009

#### **North Bend Library**

- ▶ Essential upkeep and maintenance of your library over the next ten years
- ▶ Access to more books and materials
- ▶ Automated materials-handling system to speed delivery and reduce theft

#### **Sammamish Library**

- ▶ 20,000 sq. ft. library on a new, highly visible and accessible site (current library is 10,000 sq. ft.)
- ▶ Essential maintenance and upkeep over the next ten years to protect your investment in top-quality library facilities
- ▶ More books, materials, computers and wireless access
- ▶ Access to more books and materials
- ▶ Automated materials-handling system to speed delivery and reduce theft
- ▶ Proposed start date: 2008

#### **Snoqualmie Library**

- ▶ A new 6,000 sq. ft. library on Snoqualmie Ridge
- ▶ More books, materials and computers
- ▶ Essential upkeep and maintenance of your library over the next ten years
- ▶ Automated materials-handling system to speed delivery and reduce theft
- ▶ Proposed start date: 2009

#### **OTHER**

##### **Traveling Library Center (TLC)**

- ▶ Nearly a million dollars worth of new large print books, videos, books-on-tape and other materials
- ▶ New, larger delivery vehicles
- ▶ Automated materials-handling system to speed delivery and reduce theft





Turn to us. The choices will surprise you. King County Library System, King County, Washington.

**King County  
Library System**



## Library Services

- [Find Your Library](#)
- [Programs,](#)
- [Classes & Events](#)
- [Ask a Librarian](#)
- [Library Cards](#)
- [Reserve a PC](#)
- [eBooks](#)

## Good Reads

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# LIBRARY ELECTION

September 14 2004

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- [What is planned for my library?](#)
- [How much will it cost?](#)
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## Why is a replacement Bond needed?

Our communities fund King County Library System, and have for more than 60 years. But our current bond measure will soon expire. To meet community needs, maintain a strong Library System and plan appropriate library buildings for the next decade, replacement funding is essential.

As our area has grown, the library has expanded facilities and services to meet the needs of our diverse communities. Overall library use has increased 40 percent during the past decade.

Facilities naturally age through heavy use, and maintenance costs will continue to grow. A recent analysis showed that over the next 10 years it will cost a minimum of \$46.1 million in capital upkeep to maintain the Library System, as is.

Parking at many libraries is already limited making getting inside a challenge.

Under Initiative 747, passed in 2002, KCLS does not have sufficient operating resources to set aside funds for future necessary capital needs. Without the proposed bond, all capital projects would have to be funded from the current operating budget.

The proposed bond would take the place of the retiring 1988 bond revenues, and provide resources for the library's ten-year capital budget.

Without this money our community libraries will lose the flexibility to grow and keep up with community needs.

Ultimately, KCLS will be unable to sustain the quality of library services and facilities that communities have relied upon for more than 60 years.

## How much will it cost?

- It would cost each household an average of \$25\* per year, the cost of one book.

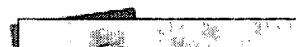
\*Based on .08/\$1000 assessed valuation for a \$300,000 home.

EXHIBIT #23

What happens if it does not pass?

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Without replacement bond approval, KCLS must adjust to the loss of





funding through a combination of hard choices that may include:

- Needed maintenance, structural repairs, and electrical updates would not be possible.
- No new libraries built, despite growing needs.
- Less open hours at existing libraries.
- The collection and online resources would not be as current
- Staffing cuts would reduce service to patrons.
- Technology advances would be severely limited: no new computers, few and infrequent upgrades in hardware and software.
- Slower delivery and longer wait times for library items.
- Limited programs and services for kids and teens.
- Reduced educational support for schools and home schooling families.
- Fewer online resources for business and professional use.
- Reduced services to seniors and homebound patrons.

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### How has the public been involved?

KCLS conducted an extensive community involvement and outreach effort, Library Choices, in 2002/03 to identify the priority needs for each community we serve. We heard directly from thousands of you, our library patrons.

You said:

- You value KCLS and believe the Library System plays an important role in the lives of children, youth, adults and seniors.
- Having lifelong learning available to everyone is important and you value the educational resources KCLS provides that help our children succeed.
- Quality library buildings, expanded collections and excellent access to resources count. You told us that expanding our Library System to meet changing needs, and maintaining high-quality facilities and services are important priorities.
- You want to see the Library System's collection of books, materials and resources continue to grow, access to technology expanded, and new libraries built to serve our growing neighborhoods.
- You want us to take good care of the current libraries, and operate a cost-effective and efficient Library System that meets the expectations of children, families and neighborhoods over the long term. We'll do that, too. This map shows you how.

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### Where do I go for more information?

E-mail: [replacementbond@kcls.org](mailto:replacementbond@kcls.org)

Call: 425.369.FACT (3228) or 425.369.3275 for more information.

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### COMMONLY ASKED QUESTIONS - Proposed \$172 Million Bond Measure

[General Questions](#) | [Funding Questions](#) | [Replacement Bonds](#) | [Project-specific Questions](#)  
[Other Questions](#)

### General Questions

EXHIBIT #23  
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#### 1. Why is capital replacement funding needed?



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[Other Questions](#)

#### General Questions

##### 1. Why is capital replacement funding needed?

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The current bond (1988) is retiring. To meet community needs, maintain a vibrant collection and infrastructure, and to effectively prepare for library use in the next decade, replacement funding is required. As the region's population has grown, the library has expanded facilities and services to meet the needs of our region's diverse communities. Overall library use has increased 40% over the past decade. At the same time, facilities naturally age through heavy use, and maintenance costs will continue to escalate. Over the next 10 years it will cost a minimum of \$46.1 million in capital upkeep to just maintain the Library System as is, without any increased capacity.

## **2. What sorts of changes are being proposed as part of the Capital Replacement Bond?**

The proposed projects include:

- Maintenance of facilities and making basic repairs and improvements to support increased use, additional materials and new technologies.
- Replacing libraries that are outdated, too small or no longer located centrally in growing areas or are impractical to remodel enough to meet growing needs.
- Expanding and upgrading facilities to add more community meeting space, more room for children's areas, teen centers and books as well as technology improvements.
- New libraries in communities where there currently is no library service.

## **3. How much will this cost?**

Facilities naturally age through heavy use, and maintenance costs tend to escalate. A recent analysis showed that over the next 10 years it would cost a minimum of \$46.1 million in capital upkeep to maintain the Library System just as it is with absolutely no increase in capacity. Based on estimated inflation adjusted costs for the proposed maintenance and improvements, the overall cost would be approximately \$172 million, which translates into approximately \$25 per household per year, or the cost of one book. The bond must be approved by 60% of voters in order to pass.

## **4. Will my library get improvements?**

If the voters approve funding, every library in the district will receive improvements – the types of projects vary depending on the needs of the community and the condition of the current library. The plans for your library can be seen online at [www.kcls.org](http://www.kcls.org) or by picking up information in your library.

## **5. Where do I find out what is planned for my library?**

Materials and information is available in every community library and can be found online at [www.kcls.org](http://www.kcls.org). In addition, you can access an interactive map that will allow you to click on your own library to keep up with what's going on.

## **6. How was the Plan developed?**

The King County Library System engaged in an extensive community involvement and outreach project in 2002/2003 to identify the priority needs for each community it serves, and developed a plan to meet those needs over the next decade. We heard directly from over 2,600 community members through public meetings at every library in every community, and via email, telephone and online surveys. We also took into account maintenance and upkeep needed on libraries throughout the System.

## **7. How long will it take to complete everything in the Plan?**

Why do different projects have different start dates? If this measure gains voter approval, some of the projects would begin in 2005/2006 and continue through 2016. Time to complete each project will vary by library and the type of project planned – start dates for each library project vary by library based on the needs of the community and the condition of the library. The timetables with starting dates are only estimates.

## **8. If we make these improvements now, will they take care of the need for the future?**

The current planning process to maintain and expand library facilities is expected to meet the needs of the King County Library System and its communities through the next decade. While usage of our

libraries continues to escalate, KCLS anticipates that the proposed projects will ensure our libraries are able to meet the needs of patrons until at least the year 2016. The maintenance and upkeep of our libraries will also be taken care of for the next ten years.

## **9. If this Capital Replacement Bond does not pass with 60%, what will happen?**

Without capital replacement funding, KCLS must adjust to the loss of funding through a combination of hard choices that may include: needed maintenance, structural repairs and electrical updates would not be possible; the collection and on-line resources would not be as current or





have the depth and variety library users expect; technology upgrades would be severely limited: no new computers, and fewer upgrades in hardware and software; possibly slower delivery and longer wait times for materials; limited programs and services for kids and teens; reduced educational support for schools; and possibly reduced services to seniors and homebound patrons. The current bond is expiring and in order to keep up with the growth and increased use of libraries, meet community needs, maintain a vibrant collection and infrastructure, and effectively prepare for the next decade, the replacement bond is necessary.

**10. What did the 1988 bond pay for?**

On September 20, 1988, voters in the Library District approved a \$67 million bond measure for new and expanded libraries, a new computer system, and new books and other materials. The plan included thirteen new buildings and five library expansions, renovation of older library branches, a new computerized catalog system, and a new Service Center facility.

**11. Didn't you just get a new Seattle Public Library?**

The new downtown library is not part of the King County Library System. KCLS and Seattle Public Library are two separate entities. KCLS is funded through property tax revenues, and, when needed, capital improvement bonds. Seattle Public Library is a general revenue department of the City of Seattle and operates as a totally separate district from KCLS. The new downtown Seattle Public library cost Seattle taxpayers approximately \$165 million to build—the same amount that will cover the cost of maintenance, upkeep and expansion of our 42 community libraries.

**12. Why isn't my library project a higher priority?**

Each library is held in high importance. The designated start dates in the plan are based on numerous factors such as how urgent the need is for each library, and issues and permits that relate to construction. Communities that have fairly new libraries will receive attention a little later in the plan. KCLS will assess the maintenance and upkeep needs for each library and will implement changes within a 5-10 year period. Our first priority is to ensure that appropriate and efficient structural modifications are done to keep the libraries a safe and pleasant environment for patrons.

**13. There is an upcoming requirement that unincorporated areas of King County either incorporate or be annexed to neighboring areas. What will happen if some of the libraries in the Plan are no longer part of KCLS?**

During the next 3 years these areas with a KCLS library could be potentially associated with a city: Skyway, White Center, Park Lake, Fairwood, and Boulevard Park. With annexation being a question that will not be resolved before September 14, the Plan addresses needs as we currently see them. If areas in the proposed plan end up being annexed, funds designated towards those libraries will be considered for capital needs in other libraries.

**14. Why are we spending money to build a new Southcenter library instead of using the funds for maintenance on existing libraries?**

The new Library Connection @ Southcenter will open in May 2004 to provide a much-needed leased facility for patrons in the South King County area. The construction of this library, located within Westfield Shoppingtown at Southcenter, is being funded through capital funds being raised by the KCLS Foundation.

**15. What about the new renovations to KCLS libraries such as the Food for Thought Cafes and plasma screens?**

They don't seem to be "necessary" improvements. It is necessary to keep the libraries up to date and relevant to the people we serve, and to preserve the culture and traditions that KCLS libraries have provided to its patrons over the years. With KCLS libraries being a gathering place where the people spend a great deal of time, it is important we provide a comfortable and inviting environment. Recent enhancements to libraries such as the Food for Thought Cafes and plasma screens were added based on public input and feedback. Many patrons expressed dismay that there are no food services in close proximity to several of the libraries. As a result, vending machines were installed and paid for by the KCLS Foundation. Proceeds from the Food for Thought Cafes go directly to the Foundation to support literacy and library programs. The plasma screens are currently in just three of 42 KCLS libraries and were installed at minimal costs, with several Friends of the Library groups supporting the installation. These screens provide access to numerous world-renowned art collections and memorabilia that keep the public aware and knowledgeable about the world of art, and promote interest in the materials collection about art.

**Funding/Cost Questions**

**1. How are libraries funded?**



The King County Library System is primarily funded by property tax revenue. General funding for the Library District is assessed at an annual levy rate not to exceed \$.50 per \$1,000 assessed valuation. The levy funding pays for general maintenance and operations such as staff salaries, operating expenses, etc. A capital bond is different than general operation monies and is used to finance large, one-time projects.

**2. What is the difference between levies and capital bonds and operating vs. capital budgets?**

The operating budget is for the operation and maintenance of the library system and its facilities. Levies provide funding for the operating budget. The capital budget is used for construction to expand and build new facilities and infrastructure. The funds from the levy could be used for the capital budget; however, there isn't enough money to do this because of I-747. The issuing of bonds can only be done to raise money for capital budgets, not operating budgets. The money from bonds can't be spent on operations and maintenance for library facilities. As a result, the only way to get enough money to take care of these needs is through a capital replacement bond.

**3. Are there safeguards in place for keeping projects on time and on budget?**

The King County Library System has a history of delivering capital improvements on time and on budget. Twice, in 1966 and in 1988, voters approved bond issues for new materials and construction of new libraries.

**4. What accountability measures are in place to make sure KCLS would spend this money wisely?**

KCLS prepares annual budgets that are reviewed and approved by the Board of Trustees. Actual expenditures must be approved by an authorized staff member and receive final approval by the Board of Trustees. By law, funds raised by a bond issue may only be spent in certain approved categories. Finally, all KCLS financial statements are audited on an annual basis by the Washington State Auditor's Office. In addition, all board meetings are open to the public and the library holds annual public meetings on its budget.

**5. When was the last library funding measure passed?**

In February 2002, voters passed a one-year levy lid lift to restore funding for operating expenses to the \$.50 per \$1,000 assessed valuation limitation. This vote only impacted the 2003 revenues. In 2004 the 1% growth limit will again apply until another levy lid lift is proposed and passed by voters.

**6. With all the different bonds and levies that vary by locality, how can I find out exactly how much I would be paying in property taxes for libraries?**

E-mail [replacementbond@kcls.org](mailto:replacementbond@kcls.org) with the levy code off your property tax bill and we can tell you based on your jurisdiction and the number of levies applicable to where you live.

**7. Are taxpayers still paying for the 1988 bonds?** Yes, the 1988 bonds will mature in 2011 at which time payment will be complete. This bond will replace the expiring 1988 bond revenue and provide funding for the library's 10-year capital budget. This bond will cost each household less than the current bond—approximately \$25 per year, or the cost of one book.

**8. Who exactly is paying for the 1988 bonds and the Capital Facilities Area bonds?**

Those taxpayers whose property was within the King County Library District at that time are paying for the 1988 bonds. Those taxpayers whose property is within the defined Capital Facility Area are paying for the Capital Facilities Area bonds. A taxpayer can look at their property tax bill to identify which levy code district their property is within.

**9. What other costs are there for the library system?**

The annual operating expenses of the library system are funded by a property tax levy, which is limited to \$.50 per \$1,000 of value. At the full \$.50 rate this costs a \$200,000 homeowner \$100 per year. A \$300,000 homeowner pays \$150 per year. Due to the passage of I-747 the revenues the library district receives from this levy are limited to growth of 1% per year, which results in reducing the rate per \$1,000 of value below \$.50. In 2002 I-747 reduced the levy to \$.456. In 2003 the levy will return to \$.50 since the voters approved this on February 5. This vote only impacted the 2003 revenues. In 2004 the 1% growth limit applies.

**10. Is it legal for KCLS to carry over operating funds from year to year?**

Carrying over operating funds from year to year is the only way unspent money can be used the following year. Under normal circumstances, the foremost government accounting organization recommends that an institution our size keep between \$4-\$11M in the ending fund balance. In order to be in line with Washington State law, funds must be re-appropriated by the Board of Trustees for a new year. KCLS' operating budget is appropriated by the Board on an annual basis, and unspent



money goes into the ending fund balance. However, in light of Initiative 747, we will need to save more money to get through future years without lid lifts. As a result, we are aiming for an ending balance above the normal recommended level. KCLS is operating conservatively in order to ensure that we have enough money to operate the Library System even in years that are limited to 1% revenue growth.

## Replacement Bonds

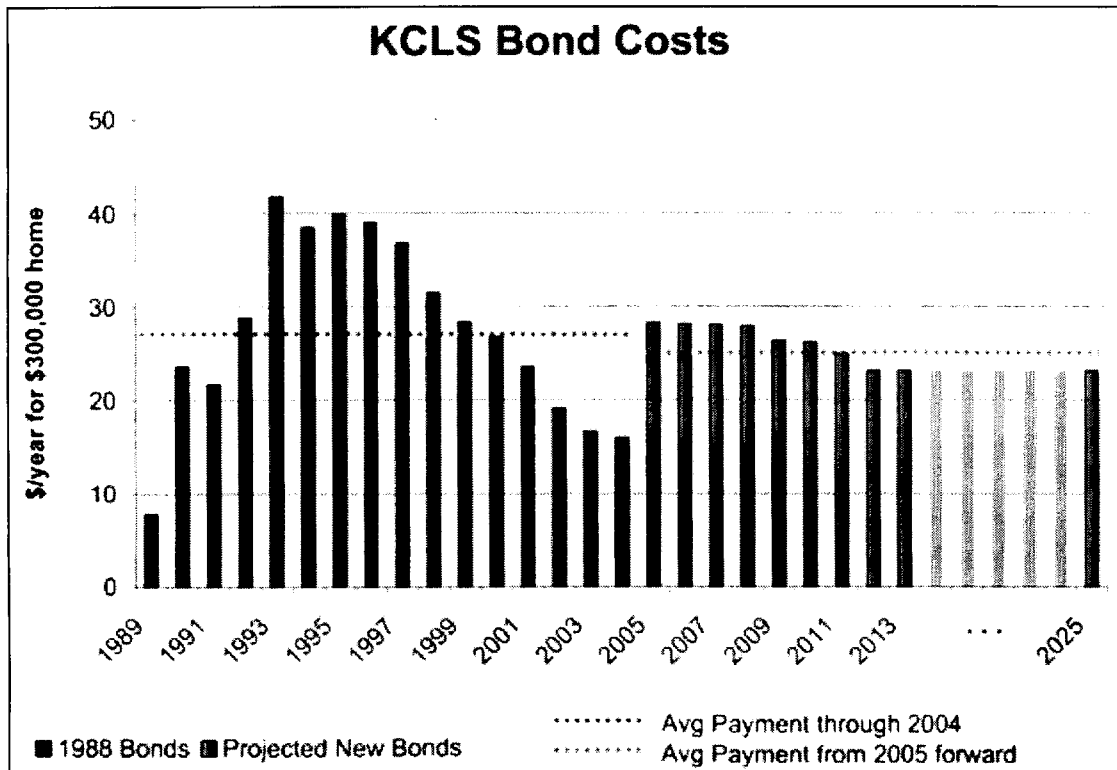
### HOW THE PROPOSED BONDS ARE A REPLACEMENT OF THE 1988 BONDS

Payment on the 1988 bonds continues to decline and will be retired by 2011. If the 2004 bond measure passes on September 14, residents would begin paying on the new bond in 2005.

The gradual issuance and payment of the 2004 bonds, coupled with the continued decline of payments on the 1988 bonds, averages less over the life of the bonds than the average of what taxpayers have been paying for the 1988 bonds. **This is not double taxation, rather a continuation (at a lesser amount on average) of what people have already been paying** (the only exceptions to this are noted below).

For example, the average cost for a \$300,000 home from 2005 forward would be almost \$3 per year less than the average cost from 1989 to 2004.

The following chart helps to illustrate this point:



### THE NEW BONDS WOULD BE ISSUED IN STAGES FOR TWO IMPORTANT REASONS:

1. The projects in the capital plan are staged to begin at various times over the next ten years. It isn't feasible to begin all of the projects at once. Federal regulations require that bond proceeds be spent in a timely manner once issued.
2. KCLS cannot afford to over build the System beyond the capacity of the regular operating budget. Given the impact of Initiative 747 and the realities of public tax support, KCLS will not commit to build or expand any facility until it is clear we can operate it. This Board policy will ensure the bonds will be used in an organized and gradual manner over the next decade.

### OTHER INFORMATION:

The only other indebtedness in the System exists in Redmond and Issaquah. Neither of those



communities participated in the 1988 bond election and both were contracting cities at that time. In the 1990's both communities voted to establish and fund "Capital Facilities Districts" to build libraries in their cities. Those 20-year bonds will be paid off in 2017 and 2018 respectively. Only residents in the Capital Facilities Districts are paying off the capital facilities bonds.

## **Project-specific Questions**

### **1. Why is parking so critical at some libraries?**

Use of libraries has increased dramatically in recent years and some library parking lots are unable to accommodate the increased demand. At several libraries, patrons often have to leave simply because they cannot find a parking spot.

### **2. What sort of building repairs and maintenance is needed?**

Interior and exterior maintenance is needed in libraries to keep the highly used buildings in good shape—before they become worn-out. Some of the basic building repairs and maintenance include replacing roofs, carpeting, lighting, furniture, painting, etc.

### **3. Is there a need for more computers and space for computers?**

Computers have become a tremendous resource for information and communication. People of all ages use them for a variety of purposes: sending e-mail to family, online bill paying, doing research for homework, etc. As such, demand for computers is at an all time high. Patrons now have to sign-up for computer use and are restricted to a limited amount of time each day. Additional computers and space would help accommodate the demand.

### **4. Why relocate a library when we already have a library?**

Isn't it more expensive to relocate? Can't we just expand what we have? Many of the libraries that are being proposed as relocation are outdated facilities that are too small, not conveniently located, or impractical to remodel adequately.

### **5. Why do we need new libraries?**

Can't people just go to other ones? New libraries are being proposed in areas where there is a high demand and need for service and also where another library is not easily accessible. By building a new library directly in the region of need, people will have easy access to a library and it in turn will reduce crowding in other neighboring libraries. The proposed plan also addresses an inequity in library service between South King County and North/East King County.

### **6. I have a relatively new library.**

Why is my library included in the Plan? Even our newest libraries, after several years of high use and normal wear and tear will be in need of upkeep. Remember, this Plan address the capital needs of the Library System over the next ten years.

### **7. Will this extend opening hours?**

The capital improvement plan does not cover operational expenses such as staffing and the additional costs to cover longer open hours.

### **8. How will libraries operate during construction?**

This will vary by project and community, but as always, the Library System finds alternative ways to provide library service during construction times. With 42 community libraries, another close-by library is another option.

### **9. How will this help bond help seniors and the homebound?**

The Plan includes \$800,000 in new collections for patrons of our Traveling Library Center as well as larger delivery vehicles that will be needed within the next ten years.

## **Other Questions**

### **1. Is there a campaign effort? Where can I contact it?**

A campaign committee—People for Libraries—has been organized (separate from the Library System). You can contact the campaign directly at 206.851.0527 or by mail at People for Libraries, PO Box 12827, Seattle, WA 98111.

### **2. Where can I go for more information?**

Information is available on this web site as well as in libraries. In addition, questions and comments



can be directed to [replacementbond@kcls.org](mailto:replacementbond@kcls.org), 425.369.FACT (3228) or 425.369.3275.

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[KCLS Board of Trustees](#)

King County Library System is located in the Puget Sound area of Washington State.

[Read more about the King County Library System.](#)

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[webmaster@kcls.org](mailto:webmaster@kcls.org)

Last updated: September 22, 2004



# King County Rural Library District

## PROPOSITION NO. 1 KING COUNTY LIBRARY SYSTEM

### LIBRARY CAPITAL IMPROVEMENT BONDS

The Board of Trustees of the King County Rural Library District, doing business as the King County Library System, adopted Resolution 2004-03, concerning funding for capital projects at every library throughout the System. This proposition would replace funding previously provided by the 1988 capital bonds and authorize the System to acquire, construct, equip and furnish new libraries; renovate, expand and upgrade existing libraries; acquire new books, materials and equipment; and undertake other capital improvements throughout the System; incur indebtedness, issue no more than \$172,000,000 of general obligation bonds maturing within 20 years, and levy annual excess property taxes to pay and retire such bonds, all as provided in Resolution 2004-03. Should this proposition be:

☐ APPROVED  
☐ REJECTED

This proposition will authorize the King County Library System to incur indebtedness and up to \$172,000,000 in general obligation bonds to finance capital improvements throughout the Library System. The funding provided by the bonds would take the place of funding previously provided by library capital improvement bonds approved by voters in 1988. The bonds would fund the costs undertaking a ten-year plan for capital projects at every library throughout the Library System to acquire, construct, equip and furnish new library facilities, to renovate, expand and upgrade existing library facilities, to acquire new books, materials and equipment, and undertake other capital improvements throughout the Library System. If approved, the bonds authorized will be sold as needed, mature within 20 years of issue, and be repaid through annual levies of property taxes.

King County residents have one of the finest and busiest Library Systems in the nation with highly valued collections, technology, programs, and support for students, adults, seniors and community groups.

Library use has increased 40% in the last decade, but library facilities are aging and maintenance costs have escalated. Voter-approved bonds are the only way to fund basic maintenance and improve existing facilities.

This capital bond will fund the Library System's construction and maintenance needs over the next decade. It replaces a retiring 1988 voter-approved bond.

All 43 branches will be improved:

Sixteen worn-out libraries too costly to repair will be replaced.

Three new libraries will be built in areas without service.

Crowded libraries will be expanded.

Necessary maintenance and upkeep will be covered.

Taxes will not increase. This bond will cost less than the expiring 1988 bond — \$25/year for the average household.

Vote YES - support your library.

## Rebuttal of statement against

Every bond issue and every loan is described by the amount of the principal, and to describe this measure differently would be misleading.

Taxes to pay the 1988 bonds are declining. Taxes to pay this measure will gradually increase. KCLS has carefully calculated that the average cost will be less per year per household. This is not a tax increase, rather a continuation of the current level of support.

Visit [kcls.org](http://kcls.org) for more information.

STATEMENT PREPARED BY: Louise Miller, Karen E. Glover,  
Mark W. Berry

This proposal omits both inescapable interest costs, on \$172,000,000, and also unfortunate penalties, at 12%, when senior citizens and less-well-off families pay their property taxes even one-day late.

King County libraries' official website disguises \$350 million in additional tax liens against all homes as "a replacement bond" for \$67,000,000, still being collected, by claiming "our current bond measure will soon expire."

Actual pay-off is in 2011: after up-to-seven years of double taxation through intentional deceit.

With Internet growth reducing genuine library-facility needs, this \$350,000,000 tax-dodge is as ill-conceived as intellectually dishonest.

Even libraries' worthy ends cannot justify Machiavellian means.

Federal law forces loansharks handing \$172 to homeowners to reveal all costs—including interest. This ballot deceptively camouflages a \$350,000,000 lien as \$172,000,000.

Government officials must act as honestly as loansharks, and never again distort taxpayer-financed websites to validate Justice Tom Chambers' recent dissenting opinion about our Supreme Court "failing its constitutional duty to protect the legislative role of the people by permitting inaccuracies, false representations, and clever manipulation of these processes."

Bad people promoting evil directly endanger democracy less than good people escalating taxes deviously — and jeopardizing our least-financially-capable neighbors' homes literally.

Vote No.

For further information, contact [TruthInTaxes@verizon.net](mailto:TruthInTaxes@verizon.net).

## Rebuttal of statement for

King County libraries' omissions and misrepresentations are inexcusable — particularly when imperiling our community's most vulnerable — but supporters' central claim here is worse.

Premeditated double taxation is NOT "the only way to fund basic maintenance and improve existing facilities."

The libraries' website gives the lie to this self-serving dishonesty, twice, by identifying available "funding through a combination of hard choices" — so part of the \$73.5 million annual-tax "levy could be used for the capital budget."

STATEMENT PREPARED BY: Will Knedlik

The Records, Elections and Licensing Services Division is not authorized to edit statements, nor is it responsible for the contents therein.  
The complete text of this proposition is available at the Elections Office or visit [www.metrokc.gov/elections](http://www.metrokc.gov/elections).